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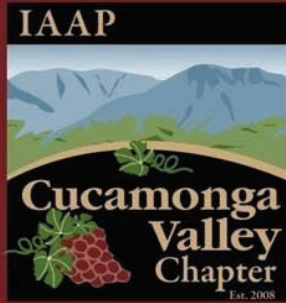
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Cucamonga Valley Chapter IAAP

April 21, 2010

Happy Administrative Professionals' Day!

Come join us for fun, fun, fun!!

This month we celebrate US, the Administrative Professionals that our bosses couldn't do without!

Our dinner will include three different table buffets:

The All American Station—burgers, wings, pizza.

Backyard BBQ Station—sliders, ribs, goldbites, and cheese fries.

Wings and Things Station—buffalo wings, chicken cheese quesadilla, Philly steak rolls.

There will be cake for dessert, and you have your choice of coffee, tea or water for your beverage.

We will have prizes, raffles, and lots of fun and networking!!

We only have one rule: **NO HEELS!!!** Come comfy and be prepared to laugh and win lots of prizes!

Please bring others so they can enjoy the experience of networking with other Administrative Professionals on their "special" day.

Our Community Outreach project has been postponed until next month so we can devote our time to treating ourselves to a special evening!

As Administrative Professionals who are always taking care of the people we serve, we are going to take the opportunity to serve YOU!

October 2, 2010



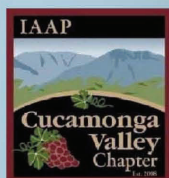
34th Annual Professional Development Day! 2010 Multi-Chapter Symposium

Richard Nixon
Presidential Library and Museum
Yorba Linda, California

Come and be treated in a "presidential" manner, network with others, and enjoy our guest speakers.

SAVE THE DATE

Sponsored by: Cucamonga Valley IAAP, Bahia Chapter IAAP, Orange Empire IAAP, Citrus Valley IAAP, and Valencia-Orange County IAAP.



Please visit us on the web at www.cucamongavalleyiaap.com

WOW! Word of the Week—Susan Clarke



WOW - Word Of the Week

Customer Service - the series of activities before, during and after a purchase designed to enhance the level of customer satisfaction.

How would you rate your customer service? How would your customers rate your service? Are you consistently focused on the before, during and after of your service?

Shep Hyken, author of "The Cult of the Customer" writes, "How much does it cost to deliver good customer service?"

"The question should actually be how much does it cost to deliver bad customer service? Bad customer service leads to low or no repeat business, no or poor word of mouth, morale issues inside the company and more."

"There is a cost to delivering good service. Sometimes it does cost more to deliver value. It also costs to train employees. Yet, usually the cost is far less than the cost of not providing a good and value-added experience for the reasons listed above."

This LA Times editorial by Bruce Feldman of Santa Monica titled, "Customer service is in a sorry state" really resonated with me.

He wrote, "The first thing to understand about customer service is that the term itself is a grave misnomer. Companies don't serve customers, they handle them."

"They have a series of policies and procedures. Discretion and common sense are not allowed. The sad reality is that so long as all airlines, banks and insurance companies of-

fer the same shoddy by-the-book service, there is no incentive to switch to a competitor."

I believe that average service is what most of us experience and have come to expect. And when we feel service is outstanding we are awed. Would you agree?

This week focus on the before, during and after of your service. Are you "serving" or "handling" your customers? Do you trust your staff to make decisions that truly "serve" your customers and designed to enhance the level of customer satisfaction? What are you doing that sets you apart from your competition?

www.MotivateU.com and sign up to receive her weekly WOW Word!

May 26, 2010 Meeting— Neil Kupchin on "Leadership"

Neil Kupchin is a critically acclaimed Management Trainer and Specialist in Training and Organizational Development. He conducts seminars and workshops for organizations, companies and the California State University system. He also serves as a consultant to Management in the areas of Training, Communication, and Organizational Effectiveness.

Prior to establishing his own consulting business, Neil served as a Management Training Consultant for Kaiser Permanente. There he designed and conducted management development training programs and a wide variety of training programs for all employees. He also conducted needs assessments and team building sessions as a consultant to management.

Before joining Kaiser Permanente, Neil was a Trainer, Manager and Manager of Training and Development with the United States Treasury Department in Los Angeles. He specialized in presenting Train the Trainer and Instructor Effectiveness programs, in addition to programs focusing on improving workplace productivity.

Neil also served as a weekly columnist for the Long Beach Press-Telegram, Long Beach's daily newspaper. His widely read "Working" column examined current issues of importance to all employees.

Neil is an energetic, exciting and enthusiastic motivational speaker whose presentations for corporate meetings, retreats, conventions and organizations consistently involve

and motivate his audiences. He has had more than 100 articles published on increasing effectiveness and productivity in the workplace.

During the last twenty years, Neil Kupchin has developed, managed and presented more than 50,000 participant training days. Today, Neil is a popular and most sought after consultant, trainer, seminar leader and motivational speaker.



Happy Administrative Professionals' Day!



CVIAAP Store Items 4 Sale!

Now open for your purchasing pleasure! Come spend your Stimulus Check at your favorite Cucamonga Valley Chapter IAAP Merchandise Store!!

This year we are offering many nice gift items to buy. And remember: your purchase will help your chapter with funds for guest speakers and fundraisers for organizations.

You will find an order blank on page 7 of the newsletter for making your purchases. You can fill them out and bring them to the next meeting, or email them to Debbie Cabana at

merchandise@cucamongavalleyiaap.com

The prices are listed on page 7. You can make as many copies of the order form that you need. There are extra lines so you can create your own personalized gift item. Here are a few examples:

15 oz mug



11 oz Mug



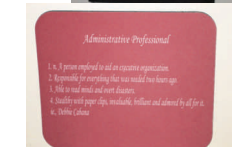
Stainless Steel Commuter Mug



14 Month Calendar



Personalized Mouse Pad



March 24th Meeting!

Vice President Donna Kendrena introduced this evening's speaker, Mr. Bill Beausay. In addition to being an author, professional speaker, and trainer, Mr. Beausay is the former Director of Research and Development at the Academy of Sports Psychology. He is an in-demand speaker, and traveled from Texas to speak with our Chapter this evening

As Administrative Professionals we often feel stress and pressure. This is true across the nation--everyone is feeling the stresses and pressures of life. Sometimes we get discouraged, stuck, or "beat up" – it's just the way the system works. When we feel that we can't control anything in our lives, and remain 'stuck,' it can result in what science refers to as *Learned Helplessness*. We continue to trudge along, making no attempt to change ourselves and our circumstances.

We need to look inside for the answers. How? There are three steps to look inside yourself to change the way we respond to outside influences and *generate personal force and create miracles when you're done in, fed up and stressed out.*

1) Have a Vision for Yourself: Not knowing where you're going can add to stress. Choose your vision carefully, make it posi-

tive. You get what you focus on. Remember that having a vision can make others uncomfortable. (Remember the bulls eye on the back of his shirt?).

2) To reduce your stress, there is one thing you can control—YOU. Develop a Process and Focus On It. Create simple steps (or processes) that you can take when you are feeling pressure/stress. Example: Tell yourself that 'when I start feeling stressed, I will' Maybe your process will be to *take a step back, take a deep breath, etc.* Focus on what will take you to your vision.

3) Align the Inside with the Outside. Often we are two people—the person on the inside and the person seen on the outside. The farther apart these two are, the more stress we feel. Take steps to get aligned. Eliminate negative self talk (*I should be.*) Guard your attitude. There are three types of people: well poisoners (negative people); lawn mowers (take care of themselves only); and life enhancers (saying good things to each other). Be a life enhancer.

Mr. Beausay gave an example to wrap up his presentation. Visualize two dogs, a red dog and a gold dog, one on each shoulder. The red dog sees only the

negative—constantly complaining and draining personal energy. The gold dog does not focus on the negative, but tries to see the positive in every situation.

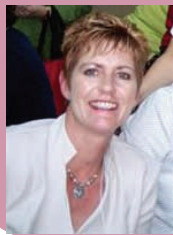
In conclusion: **"Be a life enhancer... Feed the gold dog."**

Dolores Blanton was the winner of the "Spring Basket".

Our April meeting will be held on April 21st and will be a special program for Administrative Professionals' Day. Let's be comfortable for this meeting—NO HEELS--Casual business attire is recommended.

President Martinez welcomed first-time guests and visitors to the meeting. Each person introduced themselves to the group:

- Stephanie Moya, Chaffey college
- Donna Moad (Guest of Carol Griffin)
- Christine Bennett, BNI
- Diana White, CVWD
- Earl Kunath, City of Hesperia
- Mark Faherty, City of Hesperia
- Dale Burke, City of Hesperia
- Les Brown, City of Hesperia



By Crystal Schultze
-City of Hesperia

Miss IAm Always Professional Information (aka: Miss Information)

It's Not Your Age, It's Your Attitude

What can you do about the younger boss or even coworker, who ignores your experience?

This was a question posed to publication "Administrative Professional," and one in which I myself had to ponder.

Even though I don't have a younger boss, I have recently taken a look around at my coworkers and have realized, they're all getting younger, and it all happened over night...yikes!

During my first eight years with my employer, my coworkers and I were all around the same age, or at least in the same generation. Then one day, WHAM! We had an onslaught of soon-to-be mothers, baby showers (ten to be exact), were being held like an assembly line because they were ALL expecting within a month or two of each other and I thought I was going to go broke!

Suddenly I realized, these are all young women, what happened? That is when I came to grips with some harsh reality, I was now a part of that "more mature" generation. The one that I used to complain about for being non-flexible, stodgy and uncooperative with us "younger" more vibrant workers. One thing I refuse to do and that is call myself "old" because if you think that way, then you will act and **be** that way. But I did have to admit these simple truths to myself so I could evolve.

I also realized that I too some day, in the not-so-distant future, will have a younger boss. When I came across this topic recently in a publication, I began to think to myself, "what is it that I need to do in order to prepare myself for this new reality?". After all, I want to be one of those "hip" kind of mature people that can actually relate to the younger generation, *and* enjoy them.

The following are some things I've learned along the way and that I've been putting into practice. I just didn't realize that

I was actually more on-target than I thought.

♦ Look at yourself

I used to be of the mindset, "Well, if everyone was just a little bit more like me, and did things my way, then we'd all be much better off." Then I began to realize that not everyone was like me....thank goodness! I had to look at myself and realize that I don't have all the answers and that others have some really great ideas. I had to teach myself to tap into their energy, and I did.

I now have a much greater appreciation for all of the generations that I have the privilege of working with each day because I learned a very valuable thing....flexibility and adaptability.

♦ Negative feelings can bubble up

These can affect your communication. I began to really pay attention at how I was speaking to my younger co-workers, and found that I actually do treat them as my peers, not as children. However, I also noticed how many of my co-workers (those in my generation, or above), that would actually call them things like "sweetie" or "honey" or simply talk to them as if they were their children. Ask yourself, "Do I speak to my younger co-workers or boss in that way?"

♦ Start building bridges

I have found that true appreciation brings back appreciation and respect. I can honestly say that I really do value and appreciate the younger generation for all they have to offer and teach me. I have learned a lot, especially through one of my Gen-X coworkers, that I too can learn new things like technology-related things like the BlackBerry, and new software programs. I don't have to be intimidated by my lack of knowledge. She actually loves the fact that she is teaching me something. She then comes to me more often for advice and my experience in teaching her core principles.

Take time to listen to them. Some of their ideas are actually very good. By listening to them I have earned their respect and they often come to me for problem-solving.

♦ Pretend you're an objective observer

What would someone else say about the situation? I have seen clashes in the workplace between an older and a younger person, and I must admit, the problem has usually been with the older person. The older person was just not adapting to either a younger boss or coworker. They were being that "stodgy, inflexible, old person" that I spoke about earlier.

♦ Understand your personal worth

There was a sixty-something admin who stated that she was hired for one main reason, her maturity and ability not to get rattled by situations that would upset a young person. With the right approach and an open attitude, experience is valuable.

♦ Don't slip into the role of a mother hen

One simple rule here, be it your boss or simply a co-worker, no one wants another mother.



Starting a Sentence With "However"

Grammar Girl™
Quick AND Dirty Tips
FOR BETTER WRITING



Hosted by
Mignon Fogarty

Quick
AND
Dirty
Tips™

Grammar Girl here.

Today's topic is how to use the word *however* in a sentence. It's probably more complicated than you think it is.

The question I get asked most frequently about *however* is whether it is OK to use *however* at the beginning of a sentence, and the answer is yes: it is fine to use *however* at the beginning of a sentence; you just need to know when to use a comma.

The comma is important because *however* is a conjunctive adverb that can be used in two different ways: it can be a conjunction that joins main clauses, or it can be an adverb that modifies a clause.

If you use *however* at the beginning of a sentence and don't insert a comma, *however* means "in whatever manner" or "to whatever extent."

For instance, in 1674 [Nicolas Boileau wrote](#), "However big the fool, there is always a bigger fool to admire him," and in 1860 [Ivan Turgenev wrote](#), "However much you knock at nature's door, she will never answer you in comprehensible words." In both of those sentences, *however* isn't playing a role as a conjunction. It's not joining anything to anything else. I don't think anyone has ever disputed starting a sentence with *however* when it is used this way.

On the other hand, the esteemed grammarians Strunk and White did say in their book, *The Elements of Style*, that you shouldn't start a sentence with *however* when you mean "nevertheless." Most of the time people stick with Strunk and White, but this is one rare instance where the majority of modern writers have decided that the classic advice is unreasonable (1, 2, 3, 4, 5).

Here's why: when you put a comma after *however* at the beginning of a sentence, everyone knows it means "nevertheless." There's no reason to outlaw a perfectly reasonable use of the word when you can solve the problem with a comma! Some writers have even gone so far as to say it is preferable to start sentences with *however* instead of burying the word in the middle of a sentence, because putting it at the beginning makes the connection

between sentences more clear and therefore makes the text easier to scan (6).

Here are some examples of sentences from famous works that start with *however* when the writer means "nevertheless":

[Robert Pirsig wrote](#) this in the introduction to the book *Zen and The Art of Motorcycle Maintenance*: "What follows is based on actual occurrences. However, it should in no way be associated with that great body of factual information relating to orthodox Zen Buddhist practice."

[Charles Dickens wrote](#) this in *Nicholas Nickleby*: "It is a great deal easier to go down hill than up. However, they kept on, with unabated perseverance."

As an aside, it's also acceptable to start a sentence with coordinating conjunctions like *and*, *but*, and *so*. It's a somewhat informal style, and it's a good idea not to overdo it in business writing, but it's not wrong (7, 8, 9).

And let me add a bit more about business writing: Despite the fact that it's not wrong to start a sentence with *however*, a lot of people think it's wrong; so I wouldn't advise doing it in a really important situation where you don't know the people you are writing for and you won't get a chance to defend yourself. For example, I wouldn't start a sentence with *however* in a cover letter for a job. I'd rather be hired than be right.

If you want to avoid starting a sentence with *however*, it's not hard to do—just grab a semicolon and use it to connect your two main clauses. What I mean is that instead of putting a period at the end of the sentence before the *however*, put a semicolon there instead. For example, Dickens wrote, "It's a great deal easier to go down hill than up. However, they kept on," but he just as easily could have put a semicolon in place of the period and written, "It's a great deal easier to go down hill than up; however, they kept on."

You can also bury a *however* that means "nevertheless" in the middle of your sentence. You might do this to avoid using it at the beginning when you are insecure about your audience or you might do it

because it makes sense with the rhythm of your sentence.

For example, Dickens buried the *however* in this sentence from Nicholas Nickleby: "Love, however, is very materially assisted by a warm and active imagination."

When you put *however* in the middle of a sentence like this, it should be surrounded by commas.

Here's another example: in *Breakfast of Champions*, Kurt Vonnegut wrote, "The chief weapon of sea pirates, however, was their capacity to astonish. Nobody else could believe, until it was too late, how heartless and greedy they were." www.quotationspage.com/quote/35408.html

Again, put a comma before and after *however* when you use it in the middle of a sentence this way. This is one area where people get confused because sometimes you need a semicolon before *however* in the middle of a long sentence and sometimes you need a comma before *however* in the middle of a long sentence. Just remember that you only use the semicolon when you are joining two main clauses and the *however* just happens to be in the way shouting "nevertheless." As I said in the episode on semicolons, think of a semicolon as a sentence splicer—it splices together two main clauses.

So remember, don't let anyone tell you that it's wrong to start a sentence with *however*. On the other hand, it might be a good idea to avoid the practice if you're applying for a job since a lot of people mistakenly believe that it is wrong. Mind your commas and semicolons, and don't use any punctuation after *however* when you use it to mean "in whatever manner" or "to whatever extent."

Used with permission from Grammar Girl, Mignon Fogarty, at <http://grammar.quickanddirtytips.com>
Thank you, Mignon, for allowing us to use your podcast/column in our newsletter!

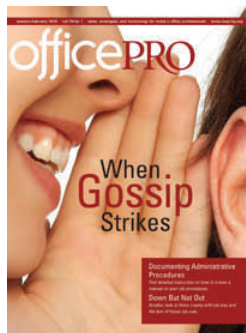
Quick
AND
Dirty
Tips™

Fun, friendly, practical advice
to help you do things better.



Cucamonga Valley Chapter IAAP Contact Information

If you have any questions relating to IAAP, joining the chapter, joining the board or any of our committees, subcommittees, or would like to help us with fundraisers, etc., please contact Ida Martinez, CPS at 909-987-2591, or email her at idam@cvwdwater.com



Many articles used for our newsletter are taken from OfficePro Magazine, which you will receive free with your annual membership to IAAP.

Calendar of Upcoming Events

- Monthly meetings held on the 4th Wednesday of every month at 6pm. We hold our meetings at Dave & Buster's Restaurant on the east side of Ontario Mills at 4821 Mills Circle, Ontario
- Applications for CPS/CAP must be submitted by August 15 to qualify for the **November 2010** testing dates. Please see Ida Martinez or Donna Kendrena for more information.
- **April 21st IAAP Meeting:** Please note day change. Our meeting will still take place at Dave & Buster's in Ontario Mills. We have a Special Administrative Assistant Day Surprise for everyone!!
- May 26th IAAP Meeting: Dave & Busters – Neil Kupchin, Management and Training Consultant—"Leadership"
- June 23rd IAAP Meeting: Dave & Busters -

Barbara Murphy, CPS, CAP, California Division President on "The Evolution of the Administrative Assistant"

- July 28th IAAP Meeting: Dave & Busters - Jay Trunnell, Information Technology Officer, CVWD with speak to us about "Why Does My Computer Hate Me: Understanding Your Computer's Emotions"
- August 25th IAAP Meeting: Dave & Busters -Ray Patchett,- Principal @ Patchett & Associates

*Administrative
Professionals' Day
April 21, 2010*

History of Administrative Professionals' Day

Administrative Professionals Day (Also known as, **Secretary's Day**) is an unofficial secular holiday observed in the United States on the Wednesday of the last full week of April to recognize the work of secretaries, administrative assistants, receptionists, and other administrative support professionals.

National Secretaries Week was created in 1952 through the efforts of Harry F. Klemfuss, a New York publicist.^[1] Working in conjunction with the National Secretaries Association, later known as the International Association of Administrative Professionals (IAAP), Klemfuss wanted to encourage more people to consider careers in the secretarial/administrative support field.^[1]

The official period of celebration was first proclaimed by U.S. Secretary of Commerce Charles Sawyer as "National Secretaries Week," which was held June 1–7 in 1952, with

Wednesday, June 4, 1952 designated National Secretaries Day. The first Secretaries' Day was sponsored by the National Secretaries Association with the support corporate groups.

In 1955, the observance date of National Secretaries Week was moved to the last full week of April. The name was changed to Professional Secretaries Week in 1981, and became Administrative Professionals Week in 2000 to encompass the expanding responsibilities and wide-ranging job titles of administrative support staff.

Over the years, Administrative Professionals Week has become one of the largest workplace observances. The event is celebrated worldwide through community events, social gatherings, and individual corporate activities recognizing support staff with gifts. In the United States, the day is often celebrated by giving one's assistant gifts such as flowers, candy, trinkets, lunch at a restaurant, or time off. The IAAP suggests that employers support the

holiday by providing training opportunities for their administrative staff through continuing education, self-study materials, or seminars.

Administrative Professionals Day is a registered trademark with registration number 2,475,334 (serial number 75/898930). The registrant is the International Association of Administrative Professionals.

Article taken from Wikipedia, the free encyclopedia.

