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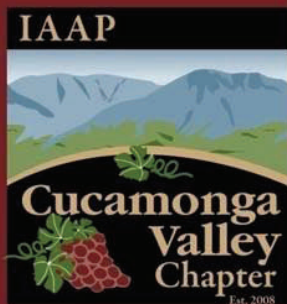
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VOLUME 2 ISSUE 8

FEBRUARY 2010

# Cucamonga Valley Chapter IAAP

## February 24, 2010—Social Networking, with guest speakers Grace Sanchez-Hagen from Grace Group, and Deputy Anthony Scalise from the Rancho Cucamonga Police Department to speak about the “Pros and Cons of Social Networking”



Grace is a fund raising specialist with a motivating ability to challenge her audience on many fronts.

She has overcome adversity while being raised in South Central, Los Angeles, survived a painful childhood of incest, and experienced betrayal from her husband and friend which lead to a painful divorce-leaving her with 2 young boys-she knows what it means to be a

single mom. Yet not only has she become successful and victorious- she has learned to give God all the glory in the process. Her story comes full circle, starting with forgiveness and moving toward restoration. Grace remarried a wonderful man who loves her sons and is truly her best friend. They have a beautiful daughter who has completed this family. She shares her journey in a way that motivates, encourages, and definitely challenges her audience.

Deputy Anthony Scalise has been with the San Bernardino County Sheriff's Department since 2005 and stationed at the Rancho Cucamonga Police Department since 2007.

Deputy Scalise was a high school science teacher for 4 years before becoming a Deputy Sheriff. He has a BS in Geology, Masters Degree in Teaching, has worked at West Valley Detention Center and is currently assigned to the Rancho Cucamonga Police Department's Multiple Enforcement Team, which included the Gang Unit, Crime Free Multi-Housing Unit, and Solution Oriented Policing Unit.



Anthony was featured on COPS last year when they were filming in Rancho Cucamonga.

## March 24, 2010 ~ Bill Beausay ~ "Personal Force and Creating Miracles, When You're Done In, Fed Up and Stressed Out"

This talk is for personal motivation and team building during stressful times, and creating an atmosphere of vision, focus and opportunity finding. This is a rejuvenating talk for leaders and influencers where Bill teaches you to harness the dynamics of creating and focusing your vision, controlling yourself in a simple and practical new way, and aligning yourself inside and out, mentally and in action. This program puts you back in control in the important phases of your life, and gives you tools to put into play immediately.

Bill is the former Director of Research and Development at the Academy of Sports Psychology, author of nearly 20 books (including 3 national best sellers) with world-

wide circulation over 1 million copies, professional speaker and trainer. Bill did his Doctoral work at the University of Toledo and spent 10 years in a professional clinical practice before becoming a writer and International speaker on topics of personal growth and professional success. He has spoken for dozens of Fortune 500 firms, and has been featured on radio, newspapers, television, and magazines coast-to-coast.

A full client list with endorsements is available. Be sure to see Bill's most recent book, True Greatness: Mastering the Inner Game of Business Success (American Management Association) on Amazon.com. Bill's captivating background and dynamic

speaking style attracts and holds the attention of even the toughest crowds. Because of his unique message and delivery, Bill is frequently invited to do sales training, corporate engagements and his specialty, business development events. Bill is also available to speak for keynotes, symposiums, break-out sessions, conferences, seminars and breakfast, lunch/dinner talks, after market programs and creative collaborations. Let Bill show you and your groups the mechanics to achieve a fresher, bolder, tougher you.



Please visit us on the web at [www.cucamongavallejiaap.com](http://www.cucamongavallejiaap.com)

# WOW! Word of the Week—Susan Clarke

## WOW - Word Of the Week

### Spectator - one who looks on.

When it comes to life do you view yourself as a spectator or a doer?

I heard a really great line in a movie that said, "It is better to be a B+ doer than an A+ spectator." And I have to agree! What came up for me is that if you are only watching you are not fully experiencing.

Several years ago I had a friend that asked me, "Susan, if you only had six months to live, would you live your life any differently?" To which I responded by

saying, "Of course! I would go back to Puerto Vallarta for starters!" And as I pondered all those things that I would want to do and experience she then continued by saying, "What makes you think you have six months to live?"

Well, I must say that question was pretty eye opening for me! I really took a more proactive view of my life and what I wanted and then I asked myself, "If I died tomorrow would I have any regrets?" And the answer is NO! No regrets. But I haven't done everything I want to. So I started making my list!

Do you feel like you're missing out on

something in your life? Maybe you have been a spectator and it's time for you to be a doer!

This week ponder the question, "If you only had six months to live, would you live your life any differently?"

Make a list and prioritize it. Then go out with gusto and be a doer! How does it make you feel to experience all those things that you have been waiting for or have put on hold?

[www.MotivateU.com](http://www.MotivateU.com) and sign up to receive her weekly WOW Word!



## Ultimate Guide to Facebook, Twitter and Online Marketing



It's pretty obvious that the marketing of today has changed. You have newspapers going virtual/web only, Twitter and Facebook replacing postcards and phone calls, and potential clients now being the main target of your press releases as opposed to editors. It's all changing and to do PR today, you need to change with it. The good news is that it's never been easier. The bad news, you need to learn a new way to do things. Fortunately, there are tips that can make it easier and I'm here to show you a few.

First, no one can deny the power of social networking. And those that do are just plain wrong. I've been in business since 1985 and I liken this to way back when emails became a way of life. Many still contended they wanted to do it the old fashioned way and nothing would beat a letter. (I know it's hard to even imagine this today.) It wasn't long until they realized their error, but by then their competition was way ahead of them. Don't make the same mistake now. You absolutely need to get with it and get on board. I can practically guarantee you within weeks you'll be hooked and wondering why you ever hesitated. It's so easy, and the potential so great, you need to start today.

Let's break it down. Twitter first. Forget all the "I don't care what they ate for lunch excuses," that's where your competition and peers are and you do need to

be there too. Sure you do have a few tweeters who will update you on the latest hot dog they ate, but that's rare. What you do have is more and more businesses networking and connecting with each other in ways never thought possible. It's also more than just networking back and forth, you can have chats, host events, get more publicity for your articles and press releases & even announce your seminars and radio shows. And that's not even the half of it. There are entire books written on this, so my first recommendation is to get them. Why struggle and find your way around when you can easily read the tips from those who know exactly what you need to succeed.

Also, while you are getting your feet wet, don't jump in and start posting and selling and ranting and raving. Take it slow. Sign up, take a sit, remain quiet for a short time and read what others are posting. Follow the leaders in your industry and take advantage of their knowledge. It can almost feel like walking around with them all day and looking over their shoulders for their



secrets. What's cool is they give their tips freely, why wouldn't you want to take advantage of that? As an example, if someone were looking for information on starting a virtual assistant business or getting publicity for their business, they could follow me at [Twitter.com/dianaen](https://twitter.com/dianaen)

Now the key many forget is that not only do you need to follow them, you need to listen earnestly to what they are saying. Go to the sites they recommend. Actually do the things they suggest. And most importantly, if you have the opportunity to contribute and honestly have something of importance to say, do! Even if they aren't following you, once you list their twitter name @name, it will go to them. Best yet, you might get a retreat or even better a RT and follow back. As many say, those are the ultimate compliments.

Now it's important to learn the social media lingo – Hashtags, Retweets, Fans, Follow Friday, this is just a few of the many names you need to know to do business better. It can be overwhelming. No, in fact it is overwhelming. However, if you keep it simple and take it a step at a time, you can do it. When you see a term you don't know, look it up right then. Write down your interpretation and do the investigating to find out more about it. Here are just a few to help you on your journey.

*(continued on page 6)*

## MEMBER SPOTLIGHT



**Name:** Sonya Bloodworth  
**Business:** Executive Assistant  
**Years:** 2 years  
**Employer:** Western Municipal Water District

**What do you enjoy most about being an administrative professional?**

My official title is Executive Assistant to the General Manager, but I also assist the External Affairs Officer as well as the Board Secretary and the Board of Directors. It is a very busy group and there is constant commotion. I am very fortunate that I have a really great relationship with my boss(es) and I really enjoy the partnership and that we have together. I enjoy the fast pace and the constant projects that get thrown my way. Every day is a different day and I really enjoy that. The thing I love the most is that I get to go to work each day and focus all my thoughts and energy on helping and assisting other people. Every day I make a difference in someone's life and hopefully I can be a blessing for them. That feeds my soul!

**How did you hear about IAAP?** I heard about IAAP from Sherri Lynne Molino at CBWM. She sent me an invitation to attend one of the group meetings about 6 months ago. Though I have been an Executive Assistant for over 8 years I had never heard of the organization. In my past I had worked primarily in the corporate, private sector and did not have the ability to network with other admins so I am very excited about joining IAAP.

**Do you have any interests or hobbies?** I love going on vacation and traveling. I make a personal commitment to go somewhere new every year. Whenever I can find the time I enjoy going to the lake, water skiing, hiking, gardening or just curling up with a good book. I also like to scrapbook with the girls and spend time with my family. I have a passion for children and my 15 nieces and nephews are my treasures.

### 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@cucamongavalleyaap.com](mailto:merchandise@cucamongavalleyaap.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



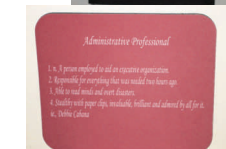
Stainless Steel Commuter Mug



14 Month Calendar



Personalized Mouse Pad



## Tina's Tips 'N' Trix!



### Managing Outlook e-mails continued

Now select a color in the drop down box to the right and click "apply" Now all e-mails in your in-box from the specific user you selected will be in the color you applied.

When a message or response is received the rule places it directly in the folder you chose, there you could quickly identify those specific responses by the ones in red. The possibilities are endless.

Close the dialog box or select the next e-mail and color code it appropriately.

### Quick Tips

Ever working in Fire Fox or Internet Explorer and need a second tab for research or an additional tab vs. a new window. You could drag the mouse up to the toolbar, click File: New Window, New Tab or you could just:

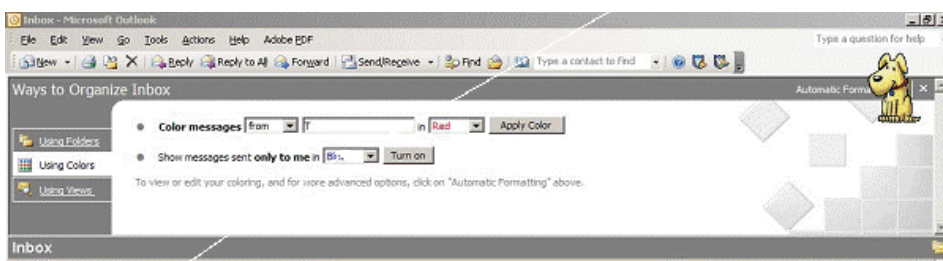
Hit "ctrl T" and a new tab open's automatically for your use. Try this next time you are on-line either at work or at home.

**Tracking specific e-mails by color**  
 Last month we covered how to manage your e-mail by creating rules, this month we will cover identifying specific e-mails by color.

First select or identify the sender you want to assign a color to, then on the tool bar select

- Tools
- Organize
- Using Colors

Click on an e-mail in the in-box to select or type the name here (top arrow). Then in the dialog box - Color Messages (bottom arrow)



Please visit us on the web at [www.cucamongavalleyaap.com](http://www.cucamongavalleyaap.com)

See you next month





## Miss IAm Always Professional Information (aka: Miss Information)

Written by  
Crystal Schultze

### What an Admin Does

In any company, one of the employees with the biggest variety of responsibilities is the Administrative Assistant. A good Administrative Assistant is constantly flexible, and doesn't limit his or her responsibilities to typing or filing or answering phones. As an Administrative Assistant's prime responsibility is the running of the office, the work of an Admin changes from day to day.

Though the clerical and office skills of many Admins are often overlooked, the best Admin Assistants can make themselves stand out by completing office tasks with the utmost efficiency. Though it's difficult to list the specific responsibilities of an Administrative Assistant, some of the most common tasks an Admin must undertake in the running of the office are:

### Answering Phones and Scheduling Appointments

Though many larger companies have Receptionists, the job of answering the phones in smaller companies often falls to the Administrative Assistant. This is often one of the more difficult responsibilities an Admin has, as phone calls range from client questions, to information from corporate, to irate customers. Many Admin Assistants also schedule meetings, both internally and with external customers and support. This requires sharp organizational skills, as mixing up free times and dates

for busy co-workers can lead to disaster.

### Writing and Preparing Reports, Documents, and Spreadsheets

Preparing reports and documents is usually one of the most important tasks of an administrative assistant. Whether creating a simple spreadsheet to track employee attendance, or using information from corporate to create an in-depth report on the company's results, most Administrative Assistants need a very high level of Microsoft Excel knowledge.

### Organizing and Running the Office

Having great organizational skills is the number one requirement for a good Administrative Assistant. This is because the running and organization of the office is generally an Admin's main responsibility. Without a well organized Admin Assistant, it's easy for an office to fall into chaos. From organizing your computer desktop, to arranging the office, to ordering the correct office supplies, to managing customers, an Administrative Assistant must be organized at all times. This is especially true when running an office. Even in the largest company, the smooth running of an office depends on the organization of a good Administrative Assistant.

Though it's not a glamorous or glorified career, working as an Administrative Assistant entails a great amount of responsibility. The more difficult and complicated the office or the task, the more rewarding it can be for the one who can "tame" or organize it. Though, unfortunately, Admin Assistants tend to be overlooked, getting

your foot in the door of a company in an Admin capacity can give you the experience you need to create the career you want.

Whether it be writing the end-of-year newsletter or an informational letter to clients, many Admin Assistants are given the job of organizing, writing, and sending correspondence. This requires good communications abilities, as well as an in-depth knowledge of grammar and spelling. The sending of correspondence, especially in large volume, often requires expertise with Microsoft Word's Mail Merge feature, as well as experience with Excel spreadsheets.

### Miss Information's Handy Hints

1. **Sticky bicycle chain? Pam cooking spray.** Pam will also remove paint, and grease from your hands! Keep a can in your garage for your hubby
2. **Peanut butter** will remove ink from the face of dolls. When the doll clothes are hard to put on, sprinkle with **corn starch** and watch them slide on.
3. **Heavy dandruff? Pour on the vinegar!**

"The difference between vision and hallucination is action."

-Allen Patmarajah

Twitter.

**TwinkedIn:** Inviting friends made on Twitter to connect on LinkedIn.

**Twitectomy:** To remove someone from the list of people you follow.

**Twitterati:** The A-list twitterers everyone follows.

**Twitterfly:** Twitter's version of a social butterfly, marked by the extreme use of @ signs.

**Twitterlooting:** Twittering from the bathroom.

**Twitterpated:** Overwhelmed with Twitter messages.

**Twittfeinated, Twiggged Out, Twired:** To be so hyped up on twittering that you cannot sleep.

## How to Speak Twitter

### A TWITTER GLOSSARY

**At Reply, or "@reply":** A direct tweet sent to another Twitter user.

**Dweet:** Tweet sent while drunk

**Hash Tag:** The "#" sign. Allows Twitter users to group tweets by topic, making it easier to search particular conversations using Twitter Search.

**Link:** Including a URL in your tweet.

**MisTweet:** A tweet one later regrets.

**ReTweet:** To repost something that's already in the Twitter stream. Usually pre-

ceeded by "RT" and "@[username]," to give credit to the original poster.

**SnapTweet:** A tweet that includes a photo taken with a cell phone, uploaded to Flickr and posted to Twitter via snaptweet.com.

**Twitcrastination:** Procrastination brought on by Twitter use.

**Twadd:** To add someone as a friend or follower.

**Twaigslist/Twebay:** To sell something on Twitter.

**Tweeter/Twitterer:** Someone who uses

# However

## Starting a Sentence With "However"

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](http://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!

Grammar Girl™  
Quick AND Dirty Tips  
FOR BETTER WRITING



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Mignon Fogarty

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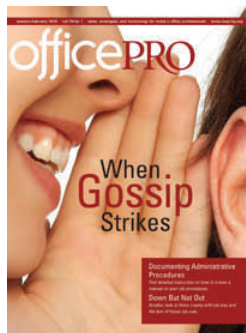
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to help you do things better.



## 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](mailto: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.
- February 24th IAAP Meeting: Dave & Busters - Grace Sanchez-Hagen, and Deputy Anthony Scalise will speak about Social Networking—Facebook, Twitter, LinkedIn.
- March 24th IAAP Meeting: Dave & Busters-Bill Beusay—Personal Force and Creating Miracles, When You're Don in, Fed Up and Stressed Out"
- **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 - Barbara Murphy, CPS, CAP, California Division President on "The Evolution of the Administrative Assistant"
- June 23rd 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"

*Administrative  
Assistant Day  
April 21, 2010*

## Ultimate Guide to Facebook, Twitter and Online Marketing



(continued from page 2)

What's a retweet? That's when you find someone's information useful and you want to pass it onto your followers. So basically RT (retweet) is good content that you pass on. Many RT just to RT. Don't be one of them. You know your followers and what they want and need, that's what you should be RT'ing. We highly recommend signing up for TweetDeck for ease in doing this. A click of a button and you are there.

Next you need to know about Follow Friday. This is definitely one of my favorites. Think of Follow Friday as your day networking at a business get-together, only better. You get to stay in the comfort of your own home, and you get to immediately make the connections, not when you get home with a handful of business cards. Try and plan your week so you can participate. Remember this can be even more effective than a Chamber meeting or an expensive business seminar. So plan a lighter load on Friday whenever possible. You want people to mention you so mention them. Also, don't just list 20 screens of twitter names that you want people to follow. Tell your followers why they should follow them. What do they offer that your followers would be interested in? Remember to put #followfriday in your posting. (By the

way, see that # in followfriday. That's what is called a hashtag. Cool huh!) And finally, you want people to retweet your followfriday postings, so keep your count to 120 instead of 140 so they can easily do this. In fact, do this for all tips or postings you wanted retweeted.

Finally, try and post on Friday mornings. I don't know about the rest of you, but I'll often go down my postings to find those I want to list. I know I want to list them before hand so it's not that I'm just going down my friends column, but often times I don't have their information readily available. By posting on Friday you are giving it to them.

Finally, sign up for Trilateral alerts for your keywords. Start following those of interest. For example, I'm a virtual assistant, so I've signed up for virtual assistant updates. Now I can follow other virtual assistants easily. I do the same for Publicity, etc. Who do you want to connect with? That's who you sign up for. Follow the media. Sign up for Facebook and Twitter for the newspapers and TV stations in your area. Look for business reporters who tweak and follow them. Learn their style and what they are looking for in their articles. Also, follow some of the owners of the many article and press release directories who tweet. Some of the best are on there and giving away secrets to success left and right.

Facebook is pretty self explanatory. The key here is to spend some time to expand your network. Fortunately you get notices when someone responds to your posts, so try and go and follow-up as soon as you can. However, be careful that you don't get sidetracked doing this too often. Build relationships. You can have thousands of friends and fans, but can you honestly connect to all of them. I know I sure can't. Twitter also now allows your tweets to be sent to your Facebook page too. This is definitely a plus. Just make sure that you don't do this to all of your postings, only the ones you feel would interest your friends on Facebook. Article Submissions, Press Release Submissions – I also say you need to send out articles and press releases religiously. Many question how some succeed with this and others don't. What's the difference? The main thing is that they know what to do. They realize the difference that page ranking can make and don't waste their time on sites that don't get results. They sign up for Google Alerts under their keywords and then check out the sites that frequently get spidered. Then they send to those places and add those sites to their database. We do have a fabulous PR informational package that is free to anyone who emails us.