

TURNING THOSE 2010 RESOLUTIONS INTO REALITY

Most of us have half-heartedly made a New Year's resolution and promptly carried on without any change at all. So we tend to scoff at the idea of New Year's resolutions; it's easier not to even give them a thought. There is reason, though, to think again. Some of the most successful people you know or have heard of routinely make resolutions and bring them to fruition, and they use those resolutions as a vehicle for personal and professional growth. Of course, they may not call them "resolutions"; more likely, they call them "goals." Just as there are steps to achieving goals, there are steps to making a resolution come true. Here are some of the tactics that experts tell us increase your chance of success.

- **Contemplate your purpose.** When you identify a change you'd like to make, spend a little time thinking about what the benefits of the change would be and what the downside is of continuing as you are. Monitor your current behavior and status. Be sure you know "why" this change is important and what it means to you. This kind of reflection helps get you motivated.
- **Be realistic.** One way to sabotage yourself is to make your goal unattainable.
- **Make a commitment.** Put your resolution or goal in writing. Without a clear and specific objective your goal is just a dream. Then make a plan. Studies indicate that those who combine commitment and a plan are much more likely to succeed. Your goal must be specific so that you will clearly know when it has been achieved.
- **Tell others about it.** Involving others raises the bar, and it provides a very important element: a support system.
- **Track your progress.** Start with small changes. Keep track of each success you make toward reaching your larger goal.
- **Develop the achiever's mindset.** Achievers believe in their ability to change or to reach their goals. They avoid excuses and wishful thinking and concentrate on results. Make it a point to read something about one super-achiever every month so that you come to think as they do.
- **See it through.** If your resolution is to start a new habit or break an old one, give yourself 21 days to establish the pattern and six months to imbed the new habit.
- **Focus on one resolution at a time.** Divide and conquer the activities to achieve your desired results. Break larger tasks into smaller ones—each of these make up your path to achieve your goal.

TABLE of CONTENTS

Page 2

- Monthly Meeting Notice

Page 3

- CA Division
- International Birthdays/Anniversaries

Page 4

- Resolutions (cont.)
- The A Word - Accountability

Page 5

- A Word (cont.)
- Holiday Raisins

Page 6

- 2010 Spring Conference
- Certification News

Page 7

- 2010 Division Meeting
- Managing Up...

FRESNO CHAPTER MEETING

Email Etiquette *Charlene Klinger CPS*

The presentation will be about the many e-mail etiquette guides and rules that need to be reviewed and put into place according to the nature of the business and corporate culture. Discussion will include thirty of the most important e-mail etiquette tips.

Learn how to implement rules for e-mail etiquette based on three very important guidelines:

- Professionalism – by using the proper e-mail language you will convey a professional image of your company.
- Efficiency – by writing e-mails that get to the point are much more effective.
- Liability Protection – employee awareness of e-mail risks will protect your company from costly law suits.

***We will be having a Candle Exchange.
Please bring a candle to exchange, with limit of \$10***

Presentation submitted for **1** recertification point

When: Wednesday, January 20, 2010

Where: Plaza Ventana Restaurant
5088 North Blackstone Avenue, Fresno
(559) 229-2189

Time: 5:45 ~ Networking
6:00 ~ Dinner
6:45 ~ Presentation
7:45 ~ Business Meeting

Cost: Order individually from menu

RSVP by January 18th to
Lynn Rowe at lrowe@fresnoirrigation.com
559-233-7161 x311

Anniversaries

OCTOBER

NOVEMBER

DECEMBER

JANUARY



Happy Birthday

OCTOBER

NOVEMBER

DECEMBER

JANUARY



2009/2010 California Division Board

PRESIDENT

Barbara Murphy CPS/CAP
president@iaap-ca.org
(714) 747-6568 cell

PRESIDENT ELECT

Angie LaCarte
president_elect@iaap-ca.org
(760) 213-5408

VICE PRESIDENT

Debra Burruss CPS/CAP
vice_president@iaap-ca.org
(916) 446-2788

RECORDING SECRETARY

Murphy Jones CPS/CAP
recordingsecretary@iaap-ca.org
(559) 731-8966

CORRESPONDING SECRETARY

VACANT

TREASURER

Gloria Rossiter CAP
treasurer@iaap-ca.org
(619) 654-0806

POWER
of
Commitment
California Division

2009/2010 International Board

PRESIDENT

Susan Shamali CPS/CAP
Grand Rapids, Michigan
Work: (616) 356-6908
[sshhamali@iaap-hq.org](mailto:sshamali@iaap-hq.org)

PRESIDENT ELECT

Mary Ramsay-Drow CPS/CAP
Oak Creek, Wisconsin
Home: (414) 571-1252
mrdrow@iaap-hq.org

VICE PRESIDENT

Tamra Goodall CPS/CAP
Hurricane, West Virginia
Home: (304) 757-9216
tamragoodall@comcast.net

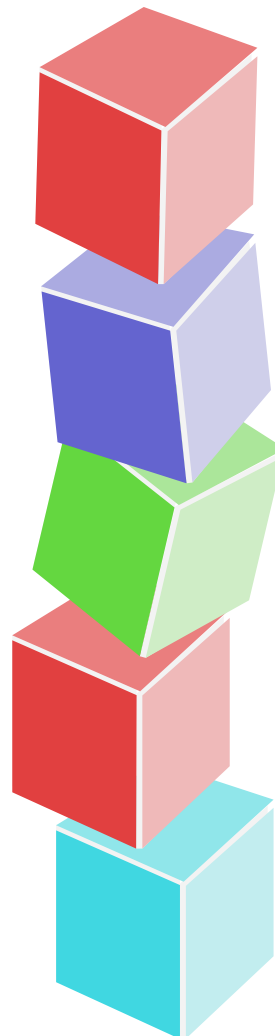
SECRETARY

Janine Riemersma CPS/CAP
Grand Rapids, Michigan
Work: (616) 464-3710
jriemersma@iaap-hq.org

TREASURER

Karlenna Rannals CPS/CAP
San Clemente, California
Cell: (619) 990-1005
krannals@iaap-hq.org

POWER
of
Commitment





RESOLUTIONS INTO REALITY (cont.)

(Continued from page 1)

- **Be willing to start again.** If you fall behind schedule or are sidetracked, refocus! Don't give up, surrender to temptation or temporary failure. Persist until you achieve the goal.
- **Reward yourself.** Celebrate your success by treating yourself to something that you enjoy and that reinforces your resolution.

Commonly, people think of resolutions as a way to break bad personal habits, but don't overlook them as a tool for increasing your professional success and accelerating your career.

THE A WORD, ACCOUNTABILITY

I recently published a book entitled "Bottom Line Focus". Its subtitle is, "18 proven steps to take your company from surviving to thriving". Wow, who wouldn't want to do that right? I mean if you're a business owner or CEO it's a "no-brainer". Heck if even half of the stuff in the book is of value it's still a value.

What's in it? Is it some type of new age magic formula?

The truth is the "gimmick" of my book is there is no gimmick. The things in the book work, but my 35 plus years of experience has proven that the majority of executives simply will not or cannot do the things that are necessary to succeed.

We are accustomed to having the "fast and easy" marketed to us, whether in the form of a pill, a new diet, or a new business concept.

I used to be amazed at the things I saw going on in companies, now I've come to expect it. Executives and managers are, all too frequently, waiting for something to happen to alleviate the necessity of taking action and being accountable for that action.

As I get more "mature", meaning older, I am able to reflect on things based on experience and historical data. What works and what doesn't. And what it comes down to is there is no silver bullet. Leaders must lead and be accountable if they expect those they are trying to lead to be accountable.

That brings us to the title, the A word, accountability.

I said in the preface of my book the real crisis in America today is a lack of leadership. Take that one step further and it's also a lack of accountability. Not just in business but in all phases of life.

Depending on which poll you look at roughly 68% of Americans disapprove of the job congress is doing. Another poll states that 83% of Americans favor term limits for congress. I'd have to say these numbers represent a clear message, 1st we are unhappy with our congressional leaders, and 2nd we don't want "career politicians".

(Continued on page 5)

THE A WORD, ACCOUNTABILITY (cont.)

(Continued from page 4)

The accountability part comes in when we realize that only 35% of the adult population are regular voters and 20% are intermittent voters. If those numbers are correct 45% of us don't bother at all.

If we really favor term limits we have the power to impose them at any time. We simply vote out any incumbent that is in his or her second term. No constitutional amendment, no legal battle, nothing we just use our power to vote our choice.

But we don't. We will not accept the accountability for our dissatisfaction, we just complain about it.

The same is true in many of the businesses I am familiar with. The management team in many cases knows what to do, they just don't do it. There are many reasons why they don't execute, but the bottom line is they don't. I can literally site hundreds of specific examples of this over nearly any industry.

Until we accept the fact that everything in life is a decision, even the failure to make a decision, and we are accountable for our action, or inaction, we will not make significant progress in any aspect of our lives.

"A person may cause evil to others not only by his actions but by his inaction, and in either case he is justly accountable to them for injury." ~ John Stuart Mill

Martin Harshberger is President of Measurable Results LLC, Marty specializes in strategic planning, pre and post merger integration, as well as business process improvement. He can be reached at 662-844-9088 or mailto:martin@bottomlinecoach.com His new book just released November 1, 2009 Bottom Line Focus is available at the website below or on Amazon. Website is www.bottomlinecoach.com

HOLIDAY RAISIN FUNDRAISER

2009 Sales = \$174.00

There are still plenty of raisins available for purchase.

The California raisin are produced right here in the Central Valley. They are double dipped with the finest of Milk Chocolate.

For the holidays we packaged them as follows:

- 1/2 lb ~ \$4.00
- 1 lb bags ~ \$6.00
- 1/2lb bags with glass candy dish ~ \$ 6.00
- 1/2lb bags with a holiday themed mug ~ \$6.00

Please contact Murphy Jones at murphyjones327@gmail.com to submit your order.

Don't forget to register for 2010 Spring Conference
The early-bird registration for the 2010 Spring Conference, March 8-10, in Reno, Nevada, has been extended to Jan. 31.

We're living and working in crazy times. So, how do you get everything done, maintain your sanity, and meet your organization's goals? The answer is through forming, building, nurturing and growing business relationships. Join us for this 2 ½-day IAAP conference to prepare you to become the polished professional who masters every relationship required in this challenging economy.

<http://www.iaap-hq.org/events/pec/brochure.html>

CERTIFICATION NEWS

It is not too early to register for the May 2010 CPS and CAP exams.

Dates are May 7 for Part 4 of the CAP exam and May 8 for Parts 1-3 of the CPS and CAP exams.

Deadline for applying is Feb. 15; this is a received by date, not a postmark date.

New candidates should apply using the forms in the Certification Application Packet, which can be found on the IAAP website here. Eligible retake candidates will receive personalized registration forms in late January.

Recertification

Recertification is required for all CAP holders and for CPS holders applying to take the exam Jan. 1, 1988 and later. A total of 90 points is needed every five years in the areas of education, experience, leadership and an elective category.

- Those attaining the CPS rating October-December 2004, or the CAP rating November 2004, remember that you must recertify this year. You must recertify the same month in which you certified; if you certified in December 2004, you need to recertify December 2009. Your complete packet and fees need to be received in the IAAP office by the last business day of the month due.
- The same deadlines hold true for active CPS and CAP holders who have previously recertified.
- If you missed your recertification deadline within the past 120 days, there still may be time to submit your packet and keep your rating. Effective January 1, 2009, those CPS and CAP holders who do not recertify by their time limit may have a 120-day grace period to submit their complete recertification paperwork. Those individuals will pay the initial \$75 recertification fee plus a \$100 late fee.
- Retired CPS or CAP holders are not required to recertify. However, the Certification Department must receive a letter (or e-mail) verifying the retired status of the CPS or CAP holder.

The current Recertification Application Packet, which includes the application and listing of categories available to gain points, is available on the IAAP website at <http://www.iaap-hq.org/prodev/certification/recertification.pdf>.

There is also a spreadsheet available to assist you in tracking points as you earn them. You will find the recertification spreadsheet on the main website (www.iaap-hq.org) under Professional Development > Certification > Recertification. The spreadsheet should also be included when submitting your completed recertification packet.

Another tool that will help you determine if certain courses can be used for recertification is found here. This provides examples of recertification topics; what counts and what does not.

Don't let your certification status become inactive. Act now and maintain the ability to list the CPS and CAP letters after your name.

Questions on certification or recertification matters?
Contact the Certification Department at 816-891-6600 x2248, 2225, or 2227;
or e-mail your questions to certification@iaap-hq.org.

Hosted by Las Positas Chapter

[Hilton Pleasanton at the Club](#) 7050 Johnson Drive Pleasanton
[Room rate reduced](#) to \$79/night

[Stimulus Plan](#) First Deadline October 15

Website: www.iaap-ca.org events for more information

MANAGING UP OR THE ART OF INFLUENCING THE BOSS

These days, the effective Administrative Professional has a *partnership* with the boss. In a partnership, the admin doesn't just wait to be told what to do; the Administrative Professional jumps in when needed; maintains a good attitude no matter what; makes it a point of pride to do quality work; keeps the boss informed; builds an information network, contributes to reaching goals and anticipates the boss' needs. More than that, a partnership is a reciprocal—or two-way—relationship. Administrative Professionals also need to have the ability to ask for things that meet their needs, to give the boss productive feedback and to influence the boss for good. Whether you are working toward a promotion, looking to attend training or proposing a new project, some professional principles for successful influencing will apply.

- **First and foremost, frame your request or proposition so that it presents a business case.** Why does it make sense for the organization to pursue your idea? Demonstrate how your idea will make a positive contribution toward the boss' or employer's goals. In particular, examine how you might link your idea long term to improved profitability or productivity; more effective working practices; maintaining high quality; reduced time or expenditures, or how it might boost morale.
- **Adopt your boss' perspective.** To influence someone, see the world as he or she does. In addition to goals and objectives, understand the boss' hot buttons, needs and what drives him or her. If you have a boss who's a cost-cutter, frame your pitch as a means of cutting costs, or at least reducing expenses. The approach you take depends upon the boss' interests and motivation. Make sure you also understand the pressures that are being placed upon your supervisor by his or her boss.
- **Consider how your boss likes information.** Present your idea in the preferred mode of communication (be it detailed sheets of facts, a conceptual discussion or a give-and-take dialogue). It may be a straightforward spreadsheet or a narrative business plan. Put together a presentation, and practice it before you meet. Anticipate the boss' objectives and questions.
- **Don't sabotage yourself by choosing the wrong time or place to speak up.** Be strategic in the timing, sequencing and choice of setting for your proposal. Make an "appointment" so you have the boss' undivided attention.
- **Be observant and sensitive;** read the "signs" or signals so that you know when to speak, when to listen, when to ask for a decision and when to withdraw. The conversation should be reciprocal as well.
- **Seek endorsements, testimonials and alliances.** Everyone from team members to peers to subordinates can serve as valuable allies and endorsers when you are making your case. Try to identify positive examples within the company that have worked out well.
- **Once your idea is accepted, keep the boss in the information loop.** Let him or her know it worked and what the results have been. Don't take it for granted that all your accomplishments will be noticed. It could be as simple as writing an e-mail saying, "Thank you for your support ... I was able to accomplish XYZ ... couldn't have done it without your support."