



THE SPINNAKER



VOLUME 18, ISSUE 2

BAHIA CHAPTER, NEWPORT BEACH, CALIFORNIA

AUGUST 2011

PRESIDENT'S MESSAGE

This is the beginning of a new year for Bahia—time to switch gears and move on to another position. Joan Snyder, CPS/CAP, has done an outstanding job for the past two years. She has graciously offered to be the Membership Chair. (She takes a licking and keeps on ticking.) JoAnn Thompson has stepped up to be Vice President, and not only that but found someone to create our newsletter in her place. JoAnn is off and running, lining up some great speakers for the meetings.

Vee Molinari, CPS/CAP, is our Secretary. She knows most of you through working the registration table at our meetings. Norma Baltodano, CPS/CAP, has been our longstanding Treasurer and has done a wonderful job. She wanted to continue in that position, thank goodness. Kathy Wright, a very new member, is now the *Spinnaker* editor; and it looks like she's off to a good start.

I'm so happy to have a couple of "seasoned" board members, and our "resident advisor" Sydney Alexander, CPS/CAP. I will accept all the help I can get. I'm looking forward to a great year.

We want to make our chapter the best and most noted chapter in Southern California. (For those of you who don't know, we are the largest chapter in Orange County.) We want everyone to know who Bahia is. We are an important part of IAAP! We want to feel that fire again like we did when we first joined. I remember the first California Division Meeting I attended. I dreamed of being voted into the presidency of the whole California Division, with my boss attending and speaking about all the good things I did.

Well, things change. We change jobs and bosses. We change our locale, and family dynamics change, too. Some of you are taking care of parents or other sick or elderly loved ones. Some of you have had your own health issues. Some of you have had kids move back home. Some of you have taken a different path, or may be going to school. Some of you have retired and (bless you) still attend the meetings. Some of you are without jobs right now.

Whatever is going on, please know that we are here for you. It's good to get out and network with others. You can always learn a new way of doing something—whether for work or for home. I promise you that there are others in the same boat. Just keep your ears open and you will learn something new—even from the speakers. When I went to school, I received awards for perfect attendance some years. Whenever I thought of staying home because I didn't feel like going to school, I would think of what I might miss. And always, when I made the decision to go, I learned something new and important and thought how glad I was that I went to school.

I remember when I was going to attend the first certification seminar (in Lake Tahoe) after receiving my CPS designation in 1992. There were going to be four of us traveling by car. For different reasons, two had to drop out. That left me with a lady I hadn't met before. Not being the best conversationalist, I asked my husband, "What will I talk about? I don't know the lady." He said (in all his glorious wisdom), "You'll know her by the time you get there." And we became roommates for several years until she moved away. What a great lady! You just never know.

(Continued on page 2)

PRESIDENT'S MESSAGE (CONTINUED)

(Continued from page 1)

Coming from two years of being Vice President, it's disheartening when we find good speakers who have spent time on a presentation and gas coming to the meeting, and we have to explain to them that we will only have 12 attendees.

Anyway, I just want to stress how much we need everyone to attend the meetings—at least a few times a year, if at all possible. We need to meet some of you and put a face with a name. (I admit there are a lot of members I don't know.) We want to meet you. We need your input. We need your fresh ideas. We need your networking.

We would love for members to attend not only the meetings but some of the special events that occur during the year. Bahia is currently heading a committee made up of five chapters meeting once a month to create an all-day seminar in October. The ladies are so much fun. Sometimes there are differences of opinion, which makes it very interesting. They are there to do the best job they can for you—our members and your guests. We want you to be proud to ask your colleagues and friends to attend our meetings and events. You can help make it interesting and worthwhile for the others. I hope to see more of you (in number and more often).

Until next month,

Beverly Lipscomb, CPS/CAP

LEARNING TO LEAD

If you have attended a California Division's Leadership Meeting in the past, here's some news: They have been rebranded as the **Southern Professional Development Day & Leadership Forum**. Mark your calendar now and plan to attend these informative forums. The cost is a mere \$15 and includes breakfast and lunch. All meetings are held at Ayres Hotel in Diamond Bar. We'll have more details in our September *Spinnaker* and at the September meeting.

October 15, 2011 ▪ February 11, 2012 ▪ April 14, 2012 ▪ May 19, 2012

BAHIA'S 2011-2012 LEADERS



Welcome to our 2011-12 Bahia Leadership!

From left:

Vee Molinari, CPS/CAP

JoAnn Thompson

Norma Baltodano, CPS/CAP

Beverly Lipscomb, CPS/CAP

(not pictured)

Joan Snyder, CPS/CAP

Secretary

Vice President

Treasurer

President

Membership Chair

Best wishes for a successful year!

ITEMS OF INTEREST TO BAHIA MEMBERS

BAHIA CHAPTER BOARD

JULY 1, 2011—JUNE 30, 2012

President

Beverly Lipscomb, CPS/CAP

T: 714.671.4636

email: blipscomb@mercuryinsurance.com

Vice President

JoAnn Thompson

email: joannt67@yahoo.com

Secretary

Vee Molinari, CPS/CAP

email: veemolinari@yahoo.com

Treasurer

Norma Baltodano, CPS/CAP

T: 714.843.6525

email: normabaltodano@bizla.rr.com

Membership Chair

Joan Snyder, CPS/CAP

T: 949.399.0600, ext. 5007

email: joans@diehlevans.com



HAPPY BIRTHDAY!

Jeannette Merlino, CPS	August 3
Christine Paquette, CPS/CAP	August 4
Marie Stapleton, CPS/CAP	August 5
Victoria Molinari, CPS/CAP	August 9



HAPPY ANNIVERSARY!

Noelle Whitmire	2001
Jane Meckley	2010
Patsy Ray	2010

BAHIA'S BULLETIN BOARD



BOARD OF DIRECTORS MEETING: The next Bahia board of directors meeting will be held at 9 a.m. on Saturday, August 13, at the home of Norma Baltodano, CPS/CAP. Norma's address is 8891 Blackheath Circle, Westminster, 92683. Phone: 714.843.6525. All Bahia members are welcome to attend. The annual budget for the 2011/2012 year will be set pending approval of the membership. Contact either Beverly Lipscomb CPS/CAP or Norma for directions or MapQuest it.



WANT TO SEE YOUR NAME IN PRINT: Do you want to be a writer? *Spinnaker* articles are written by YOU! Email your article on a topic of interest to administrative professionals to Kathy Wright at kjw-s@sbcglobal.net. The deadline for submission of articles for the September issue is Friday, August 19 @ 5 p.m.



JOBS: If you are in the job market for a new position or wish to advertise a job opening, please contact Vee Molinari, CPS/CAP, at veemolinari@yahoo.com.

BAHIA CHAPTER MONTHLY MEETING

THURSDAY, AUGUST 11, 2011, 6 P.M.

**THE DOUBLETREE CLUB HOTEL
SANTA ANA, CALIFORNIA**

Using LinkedIn to Raise Your Brand and Visibility

**Presented by: Ted Robison
Software Manager/Director, PerSage**

Wondering what all the hype is about using LinkedIn for networking and your job search? Not sure where to start? Are you currently looking for a job or interested in finding a better job? Did you know that 80% of jobs are hidden from you?

Ted Robison, one of Orange County's leading LinkedIn experts, will show us how to:

- Find the hidden job market and plug yourself in
- Effectively connect and network with others
- Create a powerful LinkedIn profile
- Use advanced search capabilities—people/companies/keywords
- Join LinkedIn groups—the How and Why
- Insert your résumé and bio on LinkedIn's Box.Net

Ted has over 25 years of experience in software management in the high tech industry. He has worked at companies like AST Computer, Unisys Corporation, and most recently L-3 Communications. During the dot-com era, he owned a website design and hosting company (TDM Associates). For the last three years, Ted has been teaching LinkedIn for the Career Coaching and Counseling Ministries at Saddleback Church, as well as a series of LinkedIn classes at universities, colleges, businesses, and recruiting firms in the Orange County area. Ted brings a unique style of passion, humor, and anecdotal experiences to his presentation of this great on-line networking tool.

The cost for the dinner and meeting \$25 with reservations; \$28 without reservations. Reservations can be made by Tuesday, August 9, by calling Vee Molinaro @ 714.647.1640 or e-mail veemolinari@yahoo.com. To be placed on Bahia's standing reservation list, please complete Bahia's monthly meeting standing reservations request @ www.iaap-bahia.org.

Note: Doubletree Club Hotel charges for parking. Since Bahia is a preferred account, our members are eligible for complimentary self-parking. Till the parking attendant that you are with IAAP, and you will be directed to the self-parking area. The Doubletree offers valet parking as an option. Valet rates range from \$5 to \$14.

SKILLS FOR ADMINS TO HONE IN 2011 AND BEYOND

In the old days, admins could proudly list the following in their job descriptions and resumes: typing, filing, scheduling, making travel arrangements, answering the phone, greeting visitors, taking dictation, transcribing, and proofing. Oh how the times have changed! With all the new technologies available to admins and their execs, the skills coveted by employers today look something more like this.

Rate yourself on how well you are prepared for 2011 and beyond.

- * **Virtual meetings**—finding a provider; learning the process; setting up the meeting; troubleshooting technology glitches; preparing webinars; training presenters; developing slides that include live screen shots and digital images produced especially for the meeting.
- * **Software applications**—finding the right applications for specific tasks; learning them using online tutorials; creating user “manuals” with directions, shortcuts, and samples; training others to use the software and troubleshooting problems; answering questions on the fly.
- * **Information retrieval**—continually finding new ways to store and retrieve information in multi-media formats (conference calls, videotaped meetings/presentations, DVDs, webinars, text messages, reports, web sites, etc.) using new conceptual ways, such as particular topics, financial forecasts, group discussions, geographical locations, and more.
- * **Information sharing**—preparing information for the web site and intranets in abbreviated versions and with visual elements, that may include real-time videos and demos; tracking and using Twitter, Facebook, LinkedIn and other social media to promote services/products/the company’s brand and get consumer feedback; preparing e-surveys for client input and holding virtual focus groups; collecting data from various online sources, interpreting, and displaying it for manager reference.
- * **Updating corporate documents and procedures on the company intranet**—setting up automatic links for alerts or changes in regulations; updating information in real time; creating and managing knowledge transfer systems so corporate experience and know-how isn’t lost with staff changes; creating and maintaining online resource/reference libraries of links, documents, manuals, articles, experts, and so on.
- * **Developing a network of resources**—devising an online network of people and resources for joint projects, virtual contract workers, experts in various fields, how-to and help sources, online information resources, research data, and to receive real-time notifications of important events/information/releases, and so on.
- * **Creating tracking systems**—for vast amounts of information and data that can be sorted in many different ways for many different purposes, going far beyond the usual spreadsheet.

These are just some of the new skills admins are being asked to use on the job. These responsibilities require more technological expertise, the ability to look at information, data, and resources in a more interconnected and conceptual way, and the know-how to create innovative and practical solutions specific to company needs. If you don’t have these skills now, make it a goal to get them in the near future.

Susan Fenner, Ph.D, IAAP Staff

Posted September 2, 2010, <http://community.iaap-hq.org>

ACQUIRE SKILLS FOR 2011 AND BEYOND: *REGISTER FOR CAP & OM CERTIFICATION TESTS*

We received a Certificate of Recognition at June's California Division Meeting for having four members (8.7%) recertifying the CPS and/or CAP rating in 2010-2011! Let's keep up the good work! And if you haven't become certified, now is the time to learn the skills that Susan Fenner refers to in her article on p. 4 of this issue of the *Spinnaker*! IAAP's CAP Certification gives you confidence that you have the skills employers want and need!

Office Team and IAAP have partnered to provide you with resources to help you advance your career. By searching the Career Center document library, you'll find the latest industry news and research, free resources and helpful articles pertaining to job search strategies, advice for getting ahead and management tips.

OfficeTeam offers free, live presentations that qualify for recertification credit towards the CAP and CPS certifications. A full list of program options is available on the Educational Resources page. Visit <http://community.iaap-hq.org/resources/officeteamcareercenter/>

"If you lose your money, you've lost nothing. If you lose your friends, you've lost something. If you lose your word, you've lost everything."

Ben Franklin



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Writing eTips

mid-month mini

Word Pair of the Month: *Precede-Proceed*

This month's words are easy to mix up because they sound somewhat alike, have similar spellings, and deal with placement or movement in time. But the similarities end there, and you would do well to remember the difference.

Precede means "to go or come before," as in the sentence:

"Our discussion of old business always precedes that of new business in our meetings."

Proceed, on the other hand, means "to move forward," as in the sentence:

"If everyone is here, we can proceed with the meeting."

*An excerpt from Writing eTips, July 2011
UpWrite Press Newsletters
<http://www.upwritepress.com/etips>*

MCS PROFESSIONAL DEVELOPMENT DAY OCTOBER 1, 2011

ADMINS ACHIEVING EXCELLENCE



Mark your calendar to attend the 35th Annual Professional Development Day on Saturday, October 1st, at the Crowne Plaza Hotel in Irvine!

Hosted by Bahia, Citrus Valley, Cucamonga Valley, Orange Empire, and Valencia-Orange County chapters, this is **THE** must-attend event of IAAP Southern California!

SPEAKERS: We have two acclaimed speakers—W. Mitchell (“It’s Not What Happens To You, It’s What You Do About It”) and Todd Hunt (“Communication Bleeps and Blunders in Business”)—who will educate us, provide tips and ideas we can use in business TODAY . . . and make us laugh.

EXHIBITORS: We also have an array of exhibitors—some are oriented for business, some personal, and some just fun. Be sure to bring business cards to give to the exhibitors (some of whom also have prizes and give-aways) and to exchange with fellow IAAP and non-IAAP attendees. A welcome bag, Continental breakfast, lunch, prizes, and lots of networking are also included in the day’s event.

SPONSORS: In order to provide attendees with an event with quality speakers, exhibitors, and meals, we are always looking for ways to offset continually rising costs. To accomplish this, if you, your company, or you know someone who would like to sponsor, exhibit, or contribute items to the welcome bags, or provide a door prize, contact our website at <http://www.iaapmcs.com> for further information.

LOCATION: The hotel is conveniently located near John Wayne Airport at 17941 Von Karman Avenue in Irvine and is within walking distance of several restaurants. The room rate is \$84 and discounted self-parking is \$6 (either for overnight or the day of the event).

REGISTRATION: The registration cost for the event is \$75 for IAAP California Division and chapter members. Registration information will be on the website (<http://www.iaapmcs.com>) and sent to each member by email soon.

QUESTIONS: If you have any questions, feel free to contact me by email at sydney.s.alexander@marsh.com or by phone at 949.399.5843.

We look forward to seeing you on Saturday, October 1st at the Crowne Plaza Hotel.



“Women Helping Women” is back by popular demand! Please bring your donations of gently used business clothing and/or accessories for women and men to the meeting. There is a big need for donations of purses, shoes and toiletries.

CAREER PATHS FOR ADMINISTRATIVE SUPPORT STAFF

Source: International Association of Administrative Professionals

Traditionally, a secretary was one who supported an executive by helping to manage their schedules, handle visitors and callers, and produce documents and communications. Many administrative professionals continue to support executives in business and institutions in this manner. However, for most administrative professionals today, much more is expected.

With more managers keying their own correspondence and more files being stored electronically, the nature of secretarial work is changing drastically. Managers are doing more clerical work; administrative assistants and secretaries are doing more professional work. Technology and corporate restructuring have created jobs that are more rewarding and more skilled than ever before. In today's downsized and restructured businesses, everyone is called upon to do more.

Administrative professionals have gladly accepted their share of increased responsibility. Job descriptions are expanding and new titles are being created, such as administrative coordinator, office administrator, administrative specialist and information manager, to name just a few.

Administrative assistants have moved into training, supervision, desktop publishing, information management and research. They are involved with equipment purchase and maintenance, customer service, project management, public relations and supervision of outside vendors.

According to research by the International Association of Administrative Professionals (IAAP), most administrative professionals want to remain in their field and advance into higher support positions or become office managers. Many say they are finally receiving recognition for what they do. They are becoming members of the management team.

With businesses operating in a global economy, administrative professionals will have opportunities to interact via e-mail, audio- and video-conferencing, and even face-to-face with customers and associates from around the world.

The winners will be those professionals who master technology, effectively use their interpersonal and communication skills, have the ability to track and organize and be creative in solving problems, and most importantly, have the willingness to learn and grow, and accept challenges. For these administrative professionals, there is a world of opportunity waiting for them!

*Excerpt from a post "21st Century Administrative Professional" by Emily Allen,
Dated November 10, 2009, <http://community.iaap-hp.org>*

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Specialized Administrative Staffing

OfficeTeam is the world's leading staffing service specializing in the placement of highly skilled administrative and office support professionals. The company has more than 300 locations worldwide, and offers online job search services at www.officeteam.com

EVENTS CALENDAR



BAHIA MEETINGS:

Our regularly scheduled meetings are held the second Thursday of the month, at the Doubletree Club Hotel, 7 Hutton Centre, Santa Ana. Networking begins @ 6 PM. Mark your calendars:

- AUGUST 11, 2011
- SEPTEMBER 8, 2011
- OCTOBER 13, 2011
- NOVEMBER 10, 2011
- DECEMBER 8, 2011
- JANUARY 12, 2012
- FEBRUARY 9, 2012
- MARCH 8, 2012
- APRIL 12, 2012
- MAY 10, 2012

There will be no Chapter Meeting in June, 2012. Plan to attend the Annual Educational Forum and California Division Meeting @ the San Mateo Marriott (see below)!

CAP & OM CERTIFICATION EXAMINATION DATES:

AUGUST 15, 2011	Registration Deadline for November 2011 Certification Exam
Exam Dates:	NOVEMBER 4–5, 2011 Goldenwest College, Huntington Beach, CA
	MAY 4–5, 2012 Goldenwest College, Huntington Beach, CA

MCS PROFESSIONAL DEVELOPMENT DAY:

OCTOBER 1, 2011 Crowne Plaza Hotel, Irvine, CA

FALL CONFERENCE:

OCTOBER 9–12, 2011 Sheraton San Diego Hotel & Marina, San Diego, CA

SPRING CONFERENCE:

MARCH 4–7, 2012 Harrah's Las Vegas, Las Vegas, CA

ANNUAL EDUCATIONAL FORUM & 60TH CALIFORNIA DIVISION MEETING:

JUNE 8-10, 2012 San Mateo Marriott, San Mateo, CA

EDUCATIONAL FORUM AND ANNUAL MEETING (EFAM):

JULY 22–25, 2012	Gaylord Texan Resort, Grapevine, TX
JULY 28–31, 2013	Anaheim Convention Center, Anaheim, CA
JULY 27–30, 2014	Milwaukee Convention Center, Milwaukee, WI