



THE SPINNAKER



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BAHIA CHAPTER, NEWPORT BEACH, CALIFORNIA

OCTOBER 2009

PRESIDENT'S MESSAGE

Fall is in the air—or it's supposed to be. We have a lot of upcoming events you won't want to miss. I hope Bahia has a good showing at the MCS Symposium—I have certainly sent you enough reminders about it.

Those of you that did not make September's meeting missed out on an excellent presentation by Randy Hill, President of Hope for Healing Hearts Ministries. The evaluations that came back on his talk were all excellent and many felt he was one of our best presenters. Randy gave us excellent tools to handle grief in the workplace as well as in our personal lives. "The simple communication of concern is probably the most meaningful and helpful thing anyone can do. It can be just the thing to steady a coworker in need of emotional support." That support can be for any type of loss, not just a loss through death, but a job loss, divorce, or any traumatic occurrence. For additional information, visit his website at www.hopeforhealinghearts.com.

Be sure to read through this month's newsletter carefully. There are a number of articles that should be of interest. Barbara Murphy CPS/CAP, our CA Division President, is challenging us. Her first challenge is: How many members in the North are Members of Excellence vs. how many members in the South. The prize for this is **bragging rights** for a whole year! I can't emphasize enough how easy it is for every member to achieve the status of "Member of Excellence." We are attaching the Member of Excellence worksheet so that you can start gathering your points now. You only need to accomplish a minimum of 8 of the 11 criteria. Let's all take up Barbara's challenge and show the North how good the South can be.

Also, there is a special message from Bea Endaya, our 2009-2010 CA Division President-Elect, who unfortunately had to resign her Board position.

It's now time to start planning ahead for 2010 and take advantage of the many educational opportunities that IAAP has to offer. Attached is a flier outlining the Stimulus Plan for the 2010 Annual Education Forum being held in Pleasanton, CA on June 11-13, 2010. The Division Board is trying to encourage attendance by allowing members to prepay their registration fees. By breaking the registration fee down to monthly payments of \$50, we hope that more members will be able to attend without incurring a financial hardship. By prepaying the registration fees over a period of months, the only expense necessary for members to incur in June will be the hotel charges. The Board has negotiated a rate of \$99 per night for the hotel! Please read through the flier for the registration deadlines. Time is of the essence; a \$50 down payment is due on October 15 and **MUST** be received by October 31 in order for the plan to be in effect. If you have any questions, please don't hesitate to contact Gloria Rossiter CAP, CA Division Treasurer.

Hope to see many of you on October 8 at the DoubleTree Club Hotel for our upcoming monthly chapter meeting.

Joan Snyder CPS/CAP

ITEMS OF INTEREST TO BAHIA MEMBERS

BAHIA CHAPTER BOARD

President

Joan Snyder CPS/CAP
T: 949.399.0600, ext 5007
email: joans@diehlevans.com

Vice President

Beverly Lipscomb CPS/CAP
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Secretary

Position Open

Treasurer

Norma Baltodano CPS/CAP
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BAHIA'S BULLETIN BOARD



The next Bahia Board of Directors meeting is Saturday, October 10 at 9 a.m. at the home of Joan Snyder CPS/CAP: 14522 Greenwood Lane, Tustin 92780. Phone: 714.838.3745. All Bahia members are welcome to attend. Contact Joan for directions or MapQuest it.



Spinnaker articles are always welcome. The October deadline for submission is Monday, October 26. Please send your articles to JoAnn Thompson at joannt67@yahoo.com.

AUGUST CONTRIBUTORS

Beverly Lipscomb CPS/CAP
Patty Masuda CPS/CAP
Vee Molinari CPS/CAP
Joan Snyder CPS/CAP
JoAnn Thompson
Frank Wu, Citi Smith Barney

*Phrases You Should Never Use in Writing...*

Instead Of:	Use:
At this point in time	Now
Come to the conclusion	Conclude
Despite the fact that	Although
I am of the opinion	I think
Make a decision to	Decide
Pertaining to	About
Prior to that time	Before
Reached an agreement	Agreed
To summarize the above	In summary
With regard to	About
With this in mind	Therefore

Excerpted from the *Executive Report: Business Writing: A Guide to Clear, Concise and Effective Writing*

BAHIA CHAPTER MEETING

**THURSDAY, OCTOBER 8, AT 6:30 P. M.
THE DOUBLETREE CLUB HOTEL**



The Courage of Fearless Thinking

Presented by Michael Price

Discover the real reason for being overwhelmed at the office. Michael Price reveals how you can move through your day with more peace.

Any time we are not moving forward in any area of our life, whether business or personal, can be traced back to fear. Michael Price works with large corporations, small businesses, individuals, school districts, churches and athletes to help them identify their detrimental thought processes and gives the tools to change them to empowering thought processes that propel them forward.

What we focus on magnifies and intensifies. Today, it is more important than ever to learn the Fearless Thinking thought processes that facilitate success.

The Bahia Chapter meeting cost is \$25 with reservations and \$28 without reservations.

Contact Vee Molinari CPS/CAP at veemolinari@yahoo.com, 949.973.7636 or the Bahia hotline at 714.647.1640 to make a meeting reservation. We look forward to seeing you at the October meeting on Thursday, October 8, 2009.

To be placed on Bahia's Standing Reservation status, please fill out Bahia's Monthly Meeting Standing Reservation request, which may be found at Bahia's website: www.iaap-bahia.org. Submission information will be found on the form. If you have any questions, please feel free to contact Vee.

If you have any questions, please feel free to contact Vee. We look forward to seeing you all at the October meeting on Thursday, October 8, 2009.

STRATEGIES FOR RESCUING YOUR RETIREMENT

By Morgan Stanley Smith Barney LLC

Work with your Financial Advisor. There are many do-it-yourself investment resources available to investors today, but none of them can replace the experienced, personal service we provide. We have the expertise and resources to offer an understanding of your complete financial picture, not just your investments. Additionally, in periods of market volatility when you need the most support, we also can provide:

- Access to important decision-making research and information;
- Ongoing monitoring of your investment portfolio, while anticipating your changing needs;
- A comprehensive plan for retirement that takes into consideration your other goals—education funding and estate planning, for instance—and includes real responses to market volatility and what the changing markets mean for you.

Have a plan. Developing a financial plan is one of the best ways to meet your long-term goals. Your plan should also include a market volatility action plan to help you set realistic goals and manage return expectations in “what if” situations. We can create a new plan for you or refine an existing one. Importantly, we will also follow up at set intervals or whenever changes in your life warrant a financial review.

Invest regularly. If you are still working, saving part of your salary for your retirement is an excellent way to rebuild savings that were depressed by market conditions. Your investment could buy more shares of lower-priced equities and other securities that are “on sale” due to market conditions but show good potential. If you don’t feel comfortable investing in more equities, you can choose investments with less risk for your new contributions. We can generate an asset allocation analysis to ensure that your financial holdings, both inside and outside of your retirement accounts, are working together to provide you with a well-diversified portfolio that meets your needs and risk parameters.

Consider working longer. As the unemployment rate continues to rise, holding onto a good-paying job that brings in a regular income can be your lifeline prior to—and even during—retirement. According to a 2007 Urban Institute study, the combination of working longer, continuing to save, reducing spending and delaying Social Security benefits could significantly increase your retirement income. Just like part-time work allowed many people to find a balance between their work and personal lives, part-time retirement could help control the uncertainties of the financial markets by providing an extra cushion of income to fund the pleasures of your retirement.

Check your cash flow. Keeping track of where your money goes can give you a better picture of how long your retirement funds might last or how much you might need to save. We can perform a cash-flow analysis to take the guess work out of this process.

Consolidate plans for easier management. Bringing all your financial assets together into one retirement account and/or one spending account can help clarify exactly what you have, where you are spending it and how you might invest your funds to manage them better. We can provide more information on the accounts offered by Smith Barney. Part of the consolidation process will be a comprehensive assessment of your financial holdings and how they might be managed more efficiently to provide you with the current lifestyle and the future retirement you envision.

Frank Wu is a Financial Advisor located in Laguna Niguel, CA, and may be reached at 949.365.5336.

Morgan Stanley Smith Barney LLC and its affiliates do not provide tax or legal advice. To the extent that this material or any attachment concerns tax matters, it is not intended to be used and cannot be used by a taxpayer for the purpose of avoiding penalties that may be imposed by law. Any such taxpayer should seek advice based on the taxpayer's particular circumstances from an independent tax advisor.

WRITING RULES: CAPITALIZING FIRST WORDS

Capitalize the first word of a saying, a slogan, a motto, or dialogue when it appears within a sentence. A question within another sentence may or may not be capitalized.

Marsha believes the saying **All's** well that ends well.

The first rule is, **When** in doubt, leave it out.

My question is, **How** (or **how**) are we going to pay for this?

Capitalize the first word in each item in a list typed in an outline style.

Come to the meeting prepared to do the following:

1. **Share** your thoughts on the latest building plan.
2. **Explain** the changes to the original blueprint.
3. **Provide** an updated cost analysis and environmental impact statement.

Note: Do **not** capitalize the first words in such a list if all together the items compose a complete sentence.

Come to the meeting prepared with the following:

1. **a** presentation of the latest building plan,
2. **an** explanation of the changes to the original blueprint, and
3. **an** updated cost analysis and environmental impact statement.

Except taken from Upwrite Press Blog, Thursday, August 27, 2009

(From [Write for Business](#), page 205, and [Proofreader's Guide](#) PDF, page 17)

2009 BATES NUT AND CANDY FUNDRAISER

Once again, Bahia is giving you the opportunity to purchase Bates nuts and candies. Bates Farm is a well-known supplier of nuts and gifts. To ensure quality and freshness, Bates roasts and packages their nuts on their farm. The Bates family takes pride in providing a quality product at a fair price.

Please support Bahia's current fundraising endeavor to help fund the Chapter's current budgetary expenses. Included with this issue of *the Spinnaker* is this year's Bates nut and candy order form. The deadline for ordering is October 26, with a delivery date of November 12, which will be well in time for your Thanksgiving and Christmas holiday baking and gift list. Please be sure to encourage your friends and coworkers to take advantage of this opportunity.

Checks should be made payable to Bahia Chapter and return your check and order form to Patty Masuda as indicated on the order form.

A MESSAGE FROM BEA ENDAYA

To all CA Division members:

Hi, everyone. I have some sad/exciting news to share with you. The Board has just accepted my resignation as 2009-2010 CA Division President-Elect because I am moving to the state of Washington within the next few months.

I am very sad that I will not continue as President-Elect and as your 2010-2011 President. However, I am very excited about the new adventure in front of me. Please know that I truly appreciate all the support and encouragement all of you have given me during the past 24 years of my IAAP membership to learn and grow, both personally and professionally. This has meant everything to me! The Board has started working on the year of *Power of Commitment* and for CA Division, the *Power Within You*. Please continue your commitment to them to make this the most successful year yet for the Division! I will continue to be a CA Division Member-at-Large, and you can always reach me at bea.iaap@gmail.com. Goodbye, good leadership and good luck to each and every one of you!

Fondly,

Bea 😊

MULTI-CHAPTER SYMPOSIUM UPDATE

The MCS committee is hard at work putting the final touches for the event on Saturday, October 3. It will be held at the Pacific Palms Hotel and Conference Center in the City of Industry. If you haven't done so yet, go to the website: <http://www.iaap-ca.org/mcs> to register and download the brochure.

The Early Bird Registration has been extended. Yeah!! There is still time to register for this exciting event. Don't forget to take your business cards and make time to network with other IAAP members and non-members from other areas.

Our two speakers will help us grow personally and professionally. Jovita Jenkins' "Get Out Of Your Own Way" will provide methods and tools for reassessing your success strategies; identify the 5 Rs for success now and into the future; learn tips and strategies for getting unstuck and moving forward; and learn tips for effectively managing change. Diana Jennings' "Brand You Image" will identify 3 main steps to developing a personal brand; name 6 areas that require clarity to fully uncover your brand; list 5 nonverbal ways to strengthen your brand; identify 7 keys to leveraging your image..

Believe me, you won't want to miss this great event!

Beverly Lipscomb CPS/CAP

NORTH VS. SOUTH—IT'S ALL OUT WAR!

On November 19, 1863, Abraham Lincoln stated, "Now we are engaged in a great civil war. . ." In that war, the North defeated the South and our country united as one. On August 15, 2009, the North again challenged the South, and the South accepted the challenge. We want you to be part of our glorious victory!

Last year, only six chapters and 50 members of California Division achieved the status of "Excellence." This number is very low, considering the size and quality of California Division.

The first challenge is how many members in the North are Members of Excellence vs. how many members in the South. The prize for this is **bragging rights** for a whole year! I can't emphasize enough how easy it is for every member to achieve the status of "Member of Excellence." Take a moment right now and check out the "Member of Excellence" worksheet. It lists eleven criteria, and you only have to attain eight to become a "Member of Excellence." If you are an active chapter member, you almost can't avoid it!

The second challenge is how many chapters in the North are "Chapters of Excellence" vs. how many chapters in the South, and again, the prize is **bragging rights**.

If everyone works toward this, the South can be victorious in this war! Please contact your chapter board or your California Division board if you have any questions. Good luck!

Make It A Great Day!

Barbara M. Murphy, CPS/CAP
President - CA Division – IAAP
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"Power of Commitment . . . the Power Within You."

"If you change the way you look at things, the things you look at change." Wayne Dyer

"Be who you are and say what you feel because those who mind don't matter and those who matter don't mind."
Dr. Suess



EVENTS CALENDAR

DINNER MEETINGS:

- OCTOBER 8: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
NOVEMBER 12: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
DECEMBER 10: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
JANUARY 14: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
FEBRUARY 11: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
MARCH 18: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM
APRIL 8: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana, Networking begins @ 6 PM

INTERNATIONAL CONVENTION (EFAMs):

- JULY 18–21, 2010 Hynes Convention Center, Boston MA
JULY 24–27, 2011 Montreal Palais de Congres Convention Centre, Montreal, Quebec
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
JULY 26–29, 2015 Louisville Convention Center, Louisville, KY

Look for hotel registration information on the IAAP web site in September.

CERTIFICATION CONFERENCE:

OCTOBER 18–21, 2009: Portland, OR

CERTIFICATION EXAMINATION DATES:

NOVEMBER 6–7, 2009: Goldenwest College, Huntington Beach

ANNUAL EDUCATION FORUM & 58TH CALIFORNIA DIVISION MEETING:

JUNE 11-13, 2010: Hosted by Las Positas Chapter at the Hilton Pleasanton at the Club, Pleasanton, CA

The last words in this issue of *the Spinnaker* are:

“Accomplishing the impossible means only that the boss will add it to your regular duties.”

– Doug Larson

