

# IAAP Lehigh Valley Chapter



## Allentown - Bethlehem - Easton and surrounding area

**IAAP® – Lehigh Valley Chapter 216120  
Allentown PA 18105**

Lehigh Valley Chapter: <http://www.iaaplehighvalley.org>

Pennsylvania Division: [www.iaap-pennsylvania.org](http://www.iaap-pennsylvania.org)

International: <http://www.iaap-hq.org>

**PASSION &  
PURPOSE**  
LEHIGH VALLEY CHAPTER

**JANUARY 2011  
NEWSLETTER**



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2-16-120  
LEHIGH VALLEY CHAPTER  
ALLENTOWN, PA 18105

Visit our website at  
<http://www.iaaplehighvalley.org>

### 2010 – 2011 Officers

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President**

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January 2011

Dear Members,



Welcome to the New Year! With the new year come new opportunities, new hopes and new goals.

What resolutions have you made for yourself? Lose those extra pounds, stop smoking, spend more time with your family? Don't forget to include IAAP and your Lehigh Valley Chapter in that list too. What ideas do you have to improve our chapter and grow as professionals and members? Talk to a board member with your suggestions; we're always interested in your opinion and vision.

It's also that time of year to work on your 2011 employment goals. Remember to add IAAP to your professional development list.

I'm very proud of the Lehigh Valley Chapter and everyone's effort to complete the Chapter of Excellence criteria. In the past month, we've completed our Strategic Plan, the Avery Awards Application and coming soon - look for our Chapter Survey. We're very close to reaching our goal with only a few more criteria to complete in the next few months. Don't forget to also keep trying for your Member of Excellence award. Challenge yourself and take a look at the criteria list in this month's newsletter - you might be closer than you think.

Join us at our first meeting of the new year, January 24<sup>th</sup>, where we'll hear David Shallcross, PA Office of the Attorney General present **Identity / Cyber Theft Awareness**. We'll learn how to prevent identity theft, protect good credit and what to do if your identity is stolen. This certainly is a timely topic in this age of computers and electronic banking. Please remember, guests are always welcome.

All my best,

*Linda*

Linda D. Schmoyer, CPS  
President, Lehigh Valley Chapter



# International Association of Administrative Professionals®

**Lehigh Valley Chapter**  
**50 Years of excellence**  
**1957-2007**

**International Association of  
Administrative Professionals®**

**DATE:** Monday, January 24, 2011  
**TIME:** 5:30 p.m. Networking  
6:00 p.m. Dinner  
7:00 p.m. Program  
**COST:** \$20 Member; \$25 Non-member

**LOCATION:** Four Points by Sheraton  
Allentown Jetport  
3400 Airport Road  
Allentown PA 18103  
610.266.1000

**Menu:**

- ★ Butternut Squash Soup, Herb Roasted Pork Loin, Mashed Potatoes, Vegetable Medley
- ★ Entrée include, iced tea/coffee/tea, dessert (Bananas Foster)

**Program:**

**IDENTITY/CYBER THEFT AWARENESS**

*Presented by: David Shallcross*  
*PA Office of the Attorney General*

Join us for an informative session on identity/cyber theft awareness and how to protect yourself and the workplace.

**Learn** about and be informed of the latest tricks by identity thieves

**Find out** how to protect your good credit

**Know** what to do if your identity is stolen

Dave Shallcross is a Community Liaison with the Public Protection Division for Pennsylvania Attorney General (now Governor-Elect), Tom Corbett.

***Remember, guests are always welcome!***

Reservations may be made on-line ([www.iaapplehighvalley.org](http://www.iaapplehighvalley.org)) or via the form below

Reservation/Cancellation Deadline: Thursday, January 20, 2011

Contact Lynn Nocera 610.868.5020; [LNOCERA@RCN.COM](mailto:LNOCERA@RCN.COM)

✂-----

**Reservation Form:** January 24, 2011

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Guest Name: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Will attend dinner and program (IAAP Member \$20; Non-member \$25)

Will attend program only (IAAP Member \$5; Non-member \$10)

Enclosed is a check in the amount of \$ \_\_\_\_\_ Check if you need a receipt

Checks payable to: IAAP Lehigh Valley Chapter. Mail reservation form and check to:  
Lynn A. Nocera, 3451 Fox Drive, Bethlehem, PA 18017

# Welcome New Members!



Please welcome a returning member who has transferred from Member-At-Large to our Chapter in December 2010. Contact information is available in the Roster in Members Place on our chapter website.

Name	Company	Join Date
Kathy O'Donnell	Allentown Diocese	2/01/1977



Happy New Year! It's time to share the "Top Ten" New Year's Resolutions!

10. Read the manual first, once you find it.
9. Eliminate five of your six email addresses.
8. Think up some new excuses for leaving work early.
7. Give up chocolates – well, at least one out of seven days of the week.
6. Shake the rain off of your umbrella before entering a building.
5. Stop juggling ten balls at once; nine will do.
4. Check for "paper" before leaving the restroom.
3. Don't kick the copier, even if you can't find that elusive piece of jammed paper.
2. Stop pretending to be working when you are actually checking Facebook.
1. Remember that life is not about how fast you run, or how high you climb, but how well you bounce.

One of the most **impactful** New Year's resolutions you can make is to support the **RTF**. Our mission is to provide housing assistance for administrative professionals, age 55 and older, who are in need. Your generosity provides financial assistance toward housing costs for any retired administrative professional living in a retirement community and meeting the housing assistance criteria. This program is accessible by all members within the six districts of IAAP.

Want to donate on-line using a credit card? Visit the RTF website, [www.iaap-rtf.org](http://www.iaap-rtf.org) . Click on the "Donate" tab and select "Contribute online." It's as easy as that!

Don't want to use a credit card? Visit the RTF website, [www.iaap-rtf.org](http://www.iaap-rtf.org). Click on the "Donate" tab and select "Printable Donation Form."

# Member of Excellence

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*Revised, to take effect for 2010-2011 IAAP Year*

*Note that beginning in July 2010, **members have one (1) mandatory requirement** - #6 which requires members to pay their membership dues on or before their due date. Failure to achieve Criteria #6 – regardless of how many other criteria are met – will prevent the member from achieving the Member of Excellence designation.*

*Revisions and clarifications to the original criteria are identified by bold/underlined text.*

## **Revised Criteria as of July 1, 2010**

A **Member of Excellence** will receive a certificate (first four years), Pathways to Excellence certificate cover, and Member of Excellence pin (the fifth year).

A **Member of Excellence** will attain a minimum of 8 of the following 11 criteria:

1. Be a current CPS and/or CAP holder
2. **Download the Member of Excellence Commitment form; sign and date the form**
3. Actively participate in the IAAP web community forum discussions or **write an article and have it published** an IAAP publication (chapter, division, or international level)
4. Attend non-IAAP professional educational workshops, seminars or conference
5. Hold a degree, certificate or equivalent (a minimum of one year in length) from an accredited college or **university or hold** a Microsoft certification
6. Pay membership dues on or before anniversary date. **This criterion is a mandatory requirement.**
7. Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a Student Chapter advisory board or the school's Advisory Board for the Office Administration Program
8. Conduct a public presentation, program or training **at least 60 minutes in length. (Note that the presentation does not need to qualify for recertification points).**
9. Attend a minimum of eight (8) chapter, division or international sponsored meetings, programs or events (any combination)
10. Recruit at least one new member
11. Integrate IAAP membership and involvement into annual performance plan or review

	Criteria		Score
	<b>Be a current CPS and/or CAP holder</b>		
	Enter Certification Valid-through date in cell C3		0
	<b>Download the Member of Excellence Commitment form; sign and date the form</b>		
	Enter date signed in cell C5		0
	<b>Actively participate in the IAAP web community forum discussions or write an article and have it published an IAAP publication (chapter, division, or international level)</b>		
	Enter date of post or date article submitted in cell C7		0
	<b>Attend non-IAAP professional educational workshops, seminars <u>or</u> conference</b>		
	Enter date of training in cell C9		0
	<b>Hold a degree, certificate or equivalent (a minimum of one year in length) from an accredited college university <u>or</u> hold a Microsoft certification</b>		
	Enter date of degree or date MOS certification achieved in Cell C11		0
	<b>Pay membership dues on or before anniversary date</b>		
	<b>&lt;-- Enter Membership Anniversary date in C13 and date dues paid in C13 --&gt;</b>		0
	<b>Serve as a chapter, division, or international officer, committee chair, or committee member; or serve as an RTF Trustee; or serve on a Student Chapter advisory board or the school's Advisory Board for the Office Administration Program</b>		
			0
	<b>Conduct a public presentation, program or training at least 60 minutes in length. (Note that the presentation does not need to qualify for recertification points)</b>		
	Enter date of presentation in Cell C18		0
	<b>Attend a minimum of eight (8) chapter, division or international sponsored meetings, programs or events (any combination)</b>		
1			
2			
3			
4			
5			
6			
7			
8			
			0
	<b>Recruit at least one new member</b>		
	Enter Member's Name in Cell C31		0
	<b>Integrate IAAP membership and involvement into annual performance plan or review</b>		
	Enter Date of Performance Plan or Review into Cell C34		0
			<b>0</b>

\* IAAP may ask applicant to submit supporting documentation if further information is needed to determine eligibility of points. IAAP holds the right to require backup documentation for a period of up to one year.



## **Administrative Professionals Day**

Mark this date on your calendar for the IAAP Lehigh Valley Chapter annual Administrative Professionals Day dinner meeting

**MONDAY, APRIL 25, 2011**

We're still in the process of working out the details as to the location and the program for the evening, but we wanted you to know the date. We'd like to see a few more guests this year, too. We should have the location and speaker firmed up by our January 24<sup>th</sup> meeting and will fill you in then.

Looking forward to another great APD event.

**APD Committee**

**Pat Leibensperger, Karen D'Angelo, Pat Zemitis, Connie Uhler, Anne Logan**

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## Upcoming Webinars

If you are interested in any of these webinars, please go to the *IAAP Website* [www.iaap-hq.org](http://www.iaap-hq.org) and open the *December-Connections Magazine* to register or for more information.

### **Membership Forms Webinar**

If you are a chapter or division leader and are confused on what form should be used in what situation, this webinar is for you. Amy House, division & chapter relations coordinator, will discuss the forms used in the membership department along with significant deadlines for some of these documents. The forms range from the membership application to the online submission forms for the Pathways to Excellence program. [Monday, Jan. 10, 10-11 a.m. CT](#), [Tuesday Jan. 11, 1-2 p.m. CT](#), [Wednesday Jan. 12, 3-4 p.m. CT](#)

### **New Member Orientation Webinar**

The next New Member Orientation Webinar will be held Wednesday, Jan. 19. International President Mary Ramsay-Drow, CPS/CAP will lead the session. Please contact [membership@iaap-hq.org](mailto:membership@iaap-hq.org) if you would like to participate.

### **Prospective Members?**

If you know someone who may be interested in IAAP but would like to know more before joining, point them to the **What's In It For Me Webinar** recording on the [IAAP website](#).

### **Pathways To Excellence Webinars**

Informational webinars will be held in February on the three levels of the Pathways to Excellence program – Member/Chapter/Division of Excellence. Information will be provided concerning the 2010-2011 criteria, ways to meet the criteria, and the audit process. You can register on IAAP website.

#### **Register for a 2010-2011 Member of Excellence session:**

[Thu, Feb 10, 2011 11:00 AM - 12:00 PM CT](#), [Thu, Feb 10, 2011 3:00 PM - 4:00 PM CT](#)

#### **Register for a 2010-2011 Chapter of Excellence session:**

[Thu, Feb 17, 2011 11:00 AM - 12:00 PM CT](#), [Thu, Feb 17, 2011 3:00 PM - 4:00 PM CT](#)

#### **Register for a 2010-2011 Division of Excellence session:**

[Thu, Feb 24, 2011 11:00 AM - 12:00 PM CT](#), [Thu, Feb 24, 2011 3:00 PM - 4:00 PM CT](#)

### **Recruitment 101 Webinar**

This webinar will give you tools to launch an effective recruitment campaign. We will look at ways to promote membership whether you are speaking to an individual or a large group and how to get buy-in before you ever ask someone to join. [Tue, Jan 25, 2011 11:00 AM – 12:00 PM CT](#)

## Avoiding E-mail Overload

How many e-mails is too many? According to a recent survey commissioned by e-mail provider Intermedia, workers start to feel stressed when their inboxes grow by more than 50 messages a day. Only 6 percent of professionals said they could stand more than that amount.

Whether your daily average is north or south of 50, chances are you occasionally feel overwhelmed by the number of e-mails you receive. Without an effective system in place, just keeping up with the flood can steal valuable hours away from your other work priorities.

Here are some tips for dealing with the deluge:

- **Don't rush to respond.** When bombarded with e-mail, your first reflex is likely to answer the messages right away. After all, what better way to reduce the list of unanswered mail? But interrupting what you're doing to respond to each e-mail as it comes in can prevent you from ever fully focusing on critical tasks.

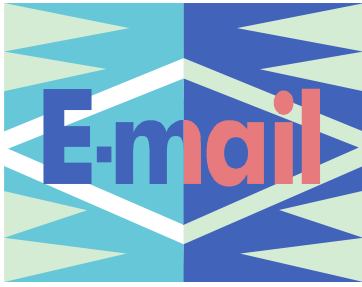
The best strategy is to briefly scan the content of e-mails, immediately responding only to those that are urgent. Then, before you leave at night, get back to people about less important issues.

- **Keep it clean.** Periodically delete or archive old information to help you locate files more quickly and to avoid reaching the maximum size limit set by your network administrator.

- **Step away from the keyboard.** E-mail is best suited for quick questions and answers. If a conversation is likely to be extensive or in-depth, save some typing time by calling your contact or stopping by his or her desk instead.
- **Create a second account.** Ask friends and family members to use a separate e-mail address to reach you with personal messages. This will help you stay focused on business correspondence during your workday.
- **Respect others' time.** Before sending someone an e-mail, ask yourself whether it's essential that he or she receive the information. If you don't inundate others' inboxes with non-critical communication, they'll likely have the same respect for you.

*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 320 locations worldwide, and offers online job search services at [www.officeteam.com](http://www.officeteam.com).*

###



## Read these five tips before you send your next email

Most people have lost control of their emails. That means your message can easily get lost.

These tips show you how to write a business email that will get results.

Buried deep in an email abyss The subject line was: "Flier Revisions".

The message implied the revisions were attached. So where were they? I assumed she forgot to include them and told her I didn't get them.

I was wrong. She responded that the revisions were in the body of the email. I scrolled down. Past her close, past her signature code including her name, credentials, books authored, phone, and address. Le-voila! There it was! Or was it? It looked like she hadn't made any changes. So I told her I only had the original version.

I was wrong. She explained she had pasted the original document after her signature file and pasted the revisions after that. Okay, there they were. Two days later, I found them.

Sure, I should have looked over the entire email before concluding what I was looking for wasn't there. I didn't think of it, and I dare say most people would not have found the revisions either. I'm busy and you're busy and the people you send emails to are busy. That's why you and I need to use the four keys below to be sure your emails are effective and perfectly clear.

Clarity is an important aspect of effective communication skill. It's also an important aspect of The SpeakSTRONG Method. It's step 3: Refine your phrasing.

Accountability is also an important aspect of the SpeakSTRONG Method. Before we blame others for not paying attention to what we send them, we need to make every effort to be as clear as we can be ourselves.

### Five SpeakStrong keys to powerful emails

The four keys to powerful emails are:

1. Relevant, dynamic subject lines
2. Quick overviews
3. Summary headers
4. Bullets

All four keys help your reader see at a glance:

- what your email contains
- where things are located
- what actions you want them to take.

Use the subject line, overview, bullets, and headers to clearly direct your readers' attention where you want it to go.

#### 1. Use your subject line to get results

The subject line serves many purposes, so use it skillfully. Here's what people learn from the subject line:

- what the email is about
- what you want them to do as a result of the email
- whether or not they want to bother with your email.

For example: an effective subject line would be:

◆Early registration for SpeakSTRONG Conference ends Friday. Enroll now to save.

An ineffective subject line would be:

- Conference update

The first subject line makes it clear how your email applies to the reader. The second subject line does not.

## **2. The power of an overview**

Even with a clear subject line, bullets, and headers, I still might not have found my colleague's flier edits because they were buried at the end of her email. A quick email-overview would have helped me find the attachment immediately. Here's what she could have said:

◆ I pasted the original text at the end of the email, followed by the text with the edits I made. If your email is long, provide an overview early in the email of what is in it and where.

## **3. Add clarity with bullets**

Bullets in your emails add clarity because they:

1. Separate out your ideas from each other
2. Draw the attention to your most important points
3. Make it more likely you will get responses to every point that you make

If you have three points, use three bullets (or number to three). That way, as soon as your reader opens the email, she knows you have made three points and expect responses to three points. Without the bullets, your points blend together and chances are greater that you'll get a response to one or two points rather than getting a response to all three.

## **4. Catchy headers aren't just for marketers**

You may think that writing catchy headlines is the domain of marketers – not you. Anyone who writes emails needs catchy headers to grab their readers' interest. Provide an introduction to each of your points, which makes it easier for your reader to get involved and understand what they read. You are a marketer of sorts – you are marketing the points in your email, so create a catchy header to pull them in.

## **5. Create subject line codes for team members**

If you email certain people regularly, agree on codes for the subject line. Codes like RR for response requested and TR for task request alert the reader of the nature of the email. It can save lots of time and confusion.

## **If the five keys don't get your point across, nothing will**

I'm busy and you're busy and so is everyone you email. The five keys get your point across to those who might not get it otherwise. Do yourself and your reader a favor. Use the five keys to write powerful emails that are perfectly clear. It may not solve all your email problems, but it will solve many of them.

*Meryl Runion is a Certified Speaking Professional and the Creator of the SpeakSTRONG Method. Find her at [www.SpeakSTRONG.com](http://www.SpeakSTRONG.com)*

# Tech Corner

## Network + Etiquette = Netiquette

Wikipedia definition: a *portmanteau* [a blend of two or more words into a new word].

*A code of conduct regarding acceptable online behavior.*



International Association of  
Administrative Professionals®  
Lehigh Valley Chapter

Email netiquette hints:

1. Proofread and then read again before you hit that **“Send”** key.
2. Hit – **“Reply to All”** only when it’s necessary for everyone CC’d to know your reply.
3. Hit – **“Reply”** when only the original sender needs to know. Manually select additional recipients as needed.

Several years ago IAAP Chapters were reminded to be vigilant when composing emails and including a list (or string) of email addresses in the box: **“SEND – TO”**.

Let me explain why. Emails with a string of address can be forwarded and then harvested for spam, or other unsolicited email.

Recommend: *Send to:* Yourself  
*BCC* – the string of address

For Example: Our Chapter Newsletter arrives in your email In-Box from Mary Ellen Spedding, our Newsletter Chair. Her email notice is **SENT – TO:** herself and **BCC’d** to each member – with no visible email strings – thus eliminating the possibility for member email addresses to be forwarded.

*Privacy is important to us all.*

*Please keep this in mind before you hit that send key.*

January 2011 – Tech Corner by Jayne Sullivan



## Membership Committee Report January 5, 2011

Chapter Membership Statistics:

Date	Professional	Merited	Student	Associate	Total	Net Gain/(Loss)
06/30/2010	40	5	1	0	46	
12/31/2010	39	5	1	0	45	(1)

During December we lost no members and gained a member who transferred from Member-At-Large, increasing our membership to 45 members.

A reminder email was sent to a member whose membership expired December 31, and three emails were sent to members whose memberships will expire January 31, 2011, and have received their second renewal notices from headquarters. Four members' memberships will expire February 28, 2011, and they have received their first renewal notices. They will be contacted later this month to remind them to renew. Retention of members continues to be difficult. While the economic situation seems to be improving slowly, many of our companies have discontinued financial support of employee memberships in professional organizations, and many of our members are still unemployed. This is making it difficult for many members to maintain their memberships.

The Scoreboard, issued by IAAP International, shows the standings by District and Division in Membership and Number of Chapters. The statistics for the Pennsylvania Division, to which we belong, are as follows:

<b>Scoreboard</b> Northeast Dist. PA Div.	<b>As of</b> 06/30/10	<b>As of</b> 12/31/10	<b>Net</b> <b>Gain/</b> <b>(Loss)</b>	<b>% of</b> <b>Gain/</b> <b>(Loss)</b>
Membership	525	473	(52)	(9.01%)
No. of Chapters	18	17	(1)	(0.05%)

As of December 31, 2010 we have 473 members and 17 chapters in the PA Division, a loss of 52 members and 1 chapter since June 30, 2010. Endless Mountains Chapter was disbanded effective July 1, 2010.

The committee thanks all of our members for your efforts in inviting your friends and co-workers to our meetings and encouraging them to join us.

*Carol A. Ziegler, CPS/CAP*

Co-chairman

Members: Karen D'Angelo, Lynn Nocera

*Sandy A. Dredge, CPS*

Co-chairman

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JAN 2	3 Board Meeting Fairfield Inn & Suites	4	5	6	7	8
9	10	11	12	13	14 Mary Ann Vought, CPS/CAP	15
16	17 Martin Luther King Jr. Day	18	19	20	21	22
23	24 Chapter Meeting Four Points Sheraton	25	26	27	28 Mary Ellen Spedding	29 Eileen Woerner
30	31 Board Meeting Fairfield Inn & Suites	FEB 1	2	3	4	5
6	7	8 Linda Schmoyer	9	10	11	12
13	14 Valentine's Day	15	16	17	18	19
20	21 Presidents' Day	22	23	24	25	26
27	28					

Chapter Meetings – Fourth Monday of the Month, September thru June – Four Points Sheraton (No December meeting)

Board Meetings – Monday following General Meeting – 6:00PM – Fairfield Inn and Suites by Marriott



## 2010/11 LEHIGH VALLEY CHAPTER

- CHAPTER OFFICERS
- COMMITTEE CHAIRS/CO-CHAIRS
- COMMITTEE MEMBERS



Chapter Officers	
President	Linda D Schmoyer, CPS
Vice President	Gayle F Gunderman, CPS
Secretary	Cathy L. Wimmer
Treasurer	Anne E. Logan

Board Contact	Committee	Chair/Co-Chair	Members
Secretary	APD/APW (Administrative Professional Day/Week)	Pat Leibensperger, CPS Pat Zemitis, CPS	Karen DeAngelo Anne Logan Connie Uhler
Treasurer	Audit	Betty Hofacker, CPS/CAP	
President	By-Laws and Standing Rules	Sandy Dredge, CPS	Anne E. Logan Jean Meckley, CPS
President	Certification Committee	Maryann Muschlitz, CAP	Mary Ann Vought, CPS/CAP
Secretary	Chaplain	Mary Ellen Long, CAP	Mary Ann Vought, CPS/CAP
Vice President	Community Service	Susan Manela	Catherine Campanaro Cristen Keppel Mary Ellen Long, CAP
Vice President	Educational/Program	Rosemary Geosits	Karen D'Angelo Cristin Keppel Pat Leibensperger, CPS
Vice President	Friendship Fund	Peggy Godfrey	
—	Mailing List	Betty Hofacker, CPS/CAP	
President	Marketing/Publicity	Jayne Sullivan	Catherine Campanaro Pat Leibensperger, CPS Maryann Muschlitz, CAP
Treasurer	Membership	Carol Ziegler, CPS/CAP Sandy Dredge, CPS	
President	Meeting Reservations	Lynn Nocera	Karen D'Angelo
Treasurer	Newsletter	Mary Ellen Spedding	Cristin Keppel Linda D Schmoyer, CPS
Vice President	Nominating	Lynn Nocera	Sandy Dredge, CPS Peggy Godfrey
Vice President	PA Division 2012 Annual Meeting	Sandy Dredge, CPS Michelle Tymon	Rosemary Geosits Carol Ziegler, CPS/CAP Lynn Nocera
Vice President	Research Education Fund/RTF	Jean Meckley, CPS	Anne Logan
Treasurer	Roster	Carol Ziegler CPS/CAP	Sandy Dredge, CPS
Secretary	Scrapbook	OPEN	
Secretary	Student Chapter	(Inactive)	
Treasurer	Ways and Means	Maryann Muschlitz, CAP	Catherine Campanaro Peggy Godfrey Lynn Nocera
Vice President	Website	Sandy Dredge, CPS Carol Ziegler, CPS/CAP	Linda Schmoyer, CPS Jayne Sullivan Tammie Gibson