

# The Valley Voice

## PRESIDENT'S MESSAGE

Dear Members,

Looks like Mother Nature is playing tricks on us. How did you spend your Halloween this year? Could this early snow be a sign of what is to come this winter? It's only November and we should be thinking about our Thanksgiving activities of preparing turkey dinners and attending football games, followed by holiday planning and shopping. Let's hope our winter snowstorms are far and few between.

At our October meeting, we enjoyed a delicious dinner followed by a very interesting presentation, "Effective Networking (Inside and Out)" given by Anita Krick of Right Management. Often we think that networking is geared for those seeking new employment. However, effective networking is so important to obtain valuable information and results within our own companies and also from vendors and our colleagues outside of our organizations. A good example is using our IAAP web community. The web community can probably answer your questions about the use of software and office procedures, for example, or just give you more information about IAAP. IAAP members can be very helpful and are very willing to share their knowledge.

Marsha Egan, CEO of The Egan Group, Inc. will present "Inbox Detox and the Habit of E-Mail Excellence" at our November meeting. Marsha will provide us with tips on how to get more organized with our e-mail to help reduce some of our stress and free up some of our time. I am sure she will inspire us and get us reenergized just in time for the holidays!

Speaking of holidays, our next fundraiser, the sale of discount cards, will be available at our November chapter meeting for purchase. These cards provide the holder of the card great discounts at local restaurants and merchants. We will sell them for \$10 each. Wouldn't this be a wonderful idea for stocking stuffers or gifts of appreciation for teachers, co-workers, neighbors, and other service providers?

As you know, we will be hosting the 2012 Pennsylvania Division Annual Meeting in June. If you haven't signed up or spoken to any of our committee chairs and you would like to assist and be a part of this big event, please contact us. Plans are well underway, and we look forward to a very successful weekend. Won't you share some of your time to help us make this a memorable Division Meeting?

And finally, consider making a commitment to become a Member of Excellence. Information on the Pathways to Excellence program is on our website, as well as International's website. Our Board members will be happy to help you if you have any questions.

Make the most of your IAAP opportunities and think about **Making the Leap to Remarkable!**

My best regards,

**Gayle**

Gayle F. Gunderman—President, Lehigh Valley Chapter



International Association of  
Administrative Professionals®

*Lehigh Valley Chapter*

### Chapter Officers 2011-2012

Gayle F. Gunderman  
President

2653 Woodlawn Ave.  
Easton, PA 18045  
610-253-8647

[gaylegunderman@rcn.com](mailto:gaylegunderman@rcn.com)

Rosemary W. Geosits  
Vice President

Mack Trucks Inc.  
7000 Alburts Rd.  
Macungie, PA 18062  
610-966-8776

[rosemary.geosits@macktrucks.com](mailto:rosemary.geosits@macktrucks.com)

Karen D'Angelo  
Secretary

Northampton Community College  
3835 Green Pond Road  
Bethlehem, PA 18020  
610-861-5065

[kdangelo@northampton.edu](mailto:kdangelo@northampton.edu)

Anne E. Logan  
Treasurer

Avantor Performance Materials, Inc.  
Saucon Valley Plaza  
3477 Corporate Parkway  
Suite #200  
Center Valley, PA 18034  
610-573-2678

[anne.logan@avantormaterials.com](mailto:anne.logan@avantormaterials.com)

### INSIDE THIS ISSUE

Upcoming Events .....	2
Next Meeting .....	2
RTF .....	2-3
Dining Discount Cards .....	4
Membership Drive .....	5
NE Council Meeting .....	5
Certification Changes .....	6
Membership .....	7
Laugh It Up at the Office .....	7
Member of Excellence .....	8

Linda D. Schmoyer, CAP  
Newsletter Editor  
[lds207@lehigh.edu](mailto:lds207@lehigh.edu)



## UPCOMING EVENTS

### Meetings:

Chapter General Meeting -  
November 28

Chapter Board Meeting -  
December 5  
LANta  
1060 Lehigh Street  
Allentown, PA 18103

### Education Conferences:

2012  
Spring Conference -  
March 4-7, 2012, Las Vegas, NV

2012  
EFAM -  
July 20-25, Grapevine, TX

2012  
PA Division Annual Meeting-  
June 20-23  
Host-Lehigh Valley Chapter,  
Holiday Inn, Allentown, PA

**Podcasts:** Available at  
<https://iaap-hq.org>

*Put Your Ideas To Work For  
You*

By Susan Fenner

While still a student, Jonathan Simkin started his own online bookstore for buying and selling college texts when he saw that he had a better idea for handling the process. Hear how he turned an idea into a reality with swoopthat.com.

*The Guide To Making Work  
Optional*

By Susan Fenner

Geared to the Baby Boomers, Bill Losey offers fantastic advice. Topics include – can anyone afford to retire today; where is social security headed: how to plan for an uncertain future; advice to young workers (and your kids); how to retire from the hassles without retiring from your career...and more.

## JOIN US AT OUR NEXT MEETING—NOV. 28

### Inbox Detox and the Habit of Email Excellence

*Presented by: Marsha Egan – CEO, The Egan Group, Inc.*

Email is a great means of communication, but it can also dominate our lives, making us slaves to our inbox.

- Do you have inbox overload?
- Is your email managing YOU?
- Do you have trouble keeping up a and following-up with all your email?
- Does your email add stress to your life?
- OR, do you just stare at the screen and wish it away?

If you answered yes to any of these questions, you are invited to join us for an hour of email tips and hints that are designed to help you free up hours in your days, weeks, or months; help you get organized; and even reduce some of your stress about email. One hour to give you more hours to get done what needs to be done. What a great use of your time!

Celebrated keynoter, facilitator, author, and certified workplace productivity and business leader coach, Marsha Egan is devoted to inspiring and energizing people to make the best use of their time so they can lead their lives and achieve great things.

*Remember, guests are always welcome!*

For more information or to RSVP (Deadline Nov. 22) go to:  
<http://www.iaapplehighvalley.org/Events/Monthly-Dinner-Meetings.aspx>

Four Points Sheraton Jetport,  
3400 Airport Road, Allentown, PA  
5:30 p.m. Networking  
6:00 p.m. Dinner



THANK YOU IAAP for your donations to the RTF for the past 50 years! Thanks to you, your chapter and division, we have built a healthy treasury. It all began in 1958 when Della Herring had a dream for a retirement center for us and donated the first dollar. Della's dream became our dream and you made it come true with Vista Grande. Now in addition to Vista Grande, we have the HSAN program (Housing Subsidy for Admins in Need). HSAN provides financial assistance toward housing costs for any retired administrative professional living in a retirement community and meeting the housing assistance criteria.

This year, instead of fundraising, we have a different request. Instead of raising money, we are asking you to help us give it away! We need your help to raise awareness of the HSAN program and increase grant applications. The next deadline is quickly approaching on November 15<sup>th</sup>. Go to [www.iaap-rtf.org](http://www.iaap-rtf.org) for more information.

**THE RTF STANDS READY TO HELP ADMINIS IN NEED!**

**EFAM Scholarship Calendar:**

Oct. 1, 2011 — Begin taking applications

**Jan. 31, 2012 — Application deadline**

March 31, 2012 — Scholarship award recipients chosen

July 22-25, 2012 — 2012 EFAM, Grapevine, Tex.

**About R&E Scholarship Program**

From its earliest days during World War II, IAAP has been dedicated to helping admins reach and remain on the professional cutting edge by increasing their skills with the best techniques and technology. That mission is even more important today.

During this uncertain economy, jobs have been slashed and companies are spending less to train employees. At the same time, administrative professionals are taking on more work and having to learn an ever evolving array of new office tools and techniques. Professional development is essential if admins are going to stay viable in the workplace.

IAAP wants to ensure that every admin has the opportunity to get the professional training they need. That's why the Research and Educational Foundation has established a new scholarship program to help new or unemployed administrative professionals attend the association's Education Forum and Annual Meeting.

If you've never attended EFAM, this is a great chance to jump start your career and take advantage of all that IAAP has to offer over the course of several days during the association's premier annual event.

If you've suffered a job loss, this scholarship will ensure that you stay sharp as an admin and could make a real difference as you search for a new position.

Finally, IAAP needs help getting the word out about this new scholarship program. Consider making it the subject of a monthly chapter meeting, order and distribute R&E brochures or write about the scholarship in your newsletter. If you need materials or ideas, headquarters staff will be happy to assist. And if you know any new or unemployed members who you think would benefit from this scholarship, don't hesitate to refer them to our Web page.

Please take the time to learn more and apply for an EFAM scholarship. It'll pay off in the long run.

Admins face a struggling economy with more job expectations, fewer resources and changing technology. To do that, it's imperative for the R&E to track changes in the profession, develop educational programs that reflect that shifting workplace and provide assistance for admins who cannot otherwise afford needed training.

That's why the IAAP Research and Educational Foundation is so important. That's also why we need your help to spread the word about the foundation's work and raise the money needed to get the job done.

Join with the R&E in advancing the profession through research. Support IAAP certification and help admins get the training they need through your tax deductible dollars. Any size contribution is welcome and is tax deductible to the fullest extent allowed by law.

Donations can be sent to: IAAP World Headquarters, Research and Educational Foundation, P.O. Box 20404, Kansas City, MO 64195-0404. Please include your name, address and contact information. If this donation is being made in someone's honor or memory, please tell us that name. Let us know where we should send our acknowledgement of your generosity.

You can also donate with your credit or debit card using the convenient application found on this page.

In addition to your personal donation, you can support the R&E by:

- Conducting a local fundraising event to support the foundation
- Identifying a company that has a special interest in supporting the work of the foundation and securing a corporate gift to support the mission

Thank you for your interest in helping the IAAP Research and Educational Foundation. Please contact headquarters staff at any time for more information or assistance.



# Dining Discount Cards

## Ways and Means Committee Fundraiser



**Just in time for Holiday Shopping!**

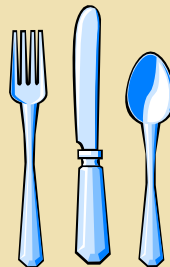
\* the perfect gift for that special student, co-worker, friend, or neighbor \*

**\$10/each**

**Effective - Jan. 1, 2012-Jan. 1, 2013**

**Discounts of 10%-20%  
at each participating business**

Domino's Pizza ( All L.V. Locations)  
Jack Creek Steak House  
Applebee's ( All L.V. Locations)  
Taste of Italy  
Dave's Deli ( Bethlehem)  
Buckeye Tavern ( Macungie)  
Salad Works ( All L.V. Locations)  
Pickle's Steak House ( Emmaus)  
A-1 Japanese Steak House  
Subway (Most L.V. Locations)



Sonic ( All L.V. Locations)  
Fiesta Ole' ( All L.V. Locations)  
Parkland Restaurant  
Arby's ( All L.V. Locations)  
Italiano Delite (Emmaus, Macungie)  
Dunkin Donuts (Most L.V. Locations)  
Friendly's ( All L.V., Locations)  
Baskin Robbins  
Cali Burrito  
Pizza Hut ( All L.V. Locations)

**Cards to be distributed at the November 28 meeting**

**Money due at the January 23 meeting**

### Questions??

Contact-The Ways and Means Committee

Cristin (Keppel) Garger [cristinkeppel@lehighcountyauthority.org](mailto:cristinkeppel@lehighcountyauthority.org)

Cathy Campanaro [cmc@silon.com](mailto:cmc@silon.com)

Maryann Muschlitz, CAP-OM [mmuschlitz@lantabus.com](mailto:mmuschlitz@lantabus.com)

**Thank you for your support!**

## COMMUNITY DAY/MEMBERSHIP DRIVE AT SOUTH MALL

Carol Ziegler, CAP-OM

On October 8, our chapter participated in Community Day at South Mall, Allentown, by sponsoring a table for IAAP. This was our opportunity to get the IAAP name in front of the public and speak to people about the organization.

Several people stopped to talk with us and to find out more about IAAP.

A video on "What's In It For Me" helped to explain the benefits of membership. By offering our IAAP brochures and literature, we provided them with information to take with them to read at their leisure. In addition, we offered giveaway items donated by LANta, Mack Trucks, and TransEdge Trucks. Although it was a slow day at the mall, several contacts were made, and hopefully, this will result in some new members for Lehigh Valley Chapter.



Carol Ziegler, CAP-OM & Sandy Dredge, CAP

## 2011 NE COUNCIL MEETING

Lynn Nocera

The Wyoming Valley Chapter hosted the Northeast Council Meeting on Saturday, October 29, 2011 at the picturesque East Mountain Inn & Suites in Wilkes Barre, Pa. Despite the inclement weather, several local chapters attended, along with Carol Lundgren, CAP-OM Pennsylvania Division President; Juanita Mort, CAP-OM PA Division President-Elect; and special guest, Bianca Constance, Northeast District Director.

After a continental breakfast, we leaped into an informational presentation, entitled "Eat that Frog." Juanita enlightened us with the rules of frog eating and 21 great ways to stop procrastinating and get more done in less time. International, Division and Chapter updates were announced, especially the revised criteria for the Member of Excellence award. Carol Lundgren gave the group an extraordinary workshop identifying techniques to "de-clutter" and "de-stress" in several "de-lightful" ways. The Shining Star Award was bestowed to Marion Hedley for her never ending contributions to her chapter and IAAP.

Each attendee received a bag full of goodies upon their departure. All in all, this was a great ending to the first wintry snowy day of the season. Remember that the journey to **remarkable** begins with your first **leap!**



## LEHIGH VALLEY CHAPTER COMMITTEE CHAIRS

5

### *APD/APW®*

Karen D'Angelo & Rosemary Geosits

### *Bylaws*

Kathy O'Donnell, CAP

### *Certification/Librarian*

Maryann Muschlitz, CAP-OM &  
Mary Ann Vought, CAP-OM

### *Chaplain*

Mary Ellen Long, CAP-OM

### *Community Service*

OPEN

### *Education/Program*

Rosemary Geosits

### *Financial Review*

Betty Hofacker, CAP-OM

### *Friendship Fund*

Anne E. Logan & Connie Uhler

### *History*

Linda Schmoyer, CAP

### *Mailing List*

Betty Hofacker, CAP-OM

### *Marketing/Publicity*

Cathy Campanaro

### *Meeting Reservations*

Lynn Nocera

### *Membership*

Carol Ziegler, CAP-OM

### *Newsletter*

Linda Schmoyer, CAP

### *Nominating*

Lynn Nocera

### *PA Division 2012 Annual Meeting*

Sandy Dredge, CAP

### *Research Education Fund/*

### *Retirement Trust Fund*

Jean Meckley, CAP

### *Roster*

Carol Ziegler, CAP-OM

### *Scrapbook*

Linda Schmoyer, CAP

### *Ways and Means*

Maryann Muschlitz, CAP-OM

### *Web Site*

Kathy O'Donnell, CAP-OM &  
Carol Ziegler, CAP-OM

# Changes to the IAAP Certification Program



**EFFECTIVE NOVEMBER 2011**

## **One Rating**

IAAP has moved from a two rating system to a one rating system, with areas of specialty. The one rating is our Certified Administrative Professional, or CAP. We are also offering specialties, starting with Organizational Management, which will be followed by others in the future.

Effective this week, all active CPS ratings will be changed to CAP, and all active CAP ratings will be changed to CAP with the Organizational Management specialty, CAP-OM. You don't need to do anything to your IAAP record; we will be making the changes automatically.

Active ratings include individuals who have recertified as required every five years. In the case of CPS holders who certified prior to January 1988, your rating is considered active and will be changed. Your certification status has nothing to do with your status as an active member of IAAP.

For candidates who tested in November 2011, any appropriate changes to your records will be made automatically after exam results are available in December.

## **Recertification**

All CAP holders are required to recertify. This is based on the date of your initial rating, or when you last recertified. Passing the Organizational Management exam does not change your recertification date, as this is a specialty exam and not a certification.

These changes do not impact your recertification deadline. Those who previously held a CPS rating will need to recertify five years after they either attained their rating or last recertified. Those who had both the CPS and CAP rating will be expected to recertify five years after they attained or recertified their CAP.

If you have additional questions about recertification, please refer to the [Recertification Application](#).

## **Proper Usage**

Examples of the only proper usage of the CAP rating and Organizational Management specialty are:

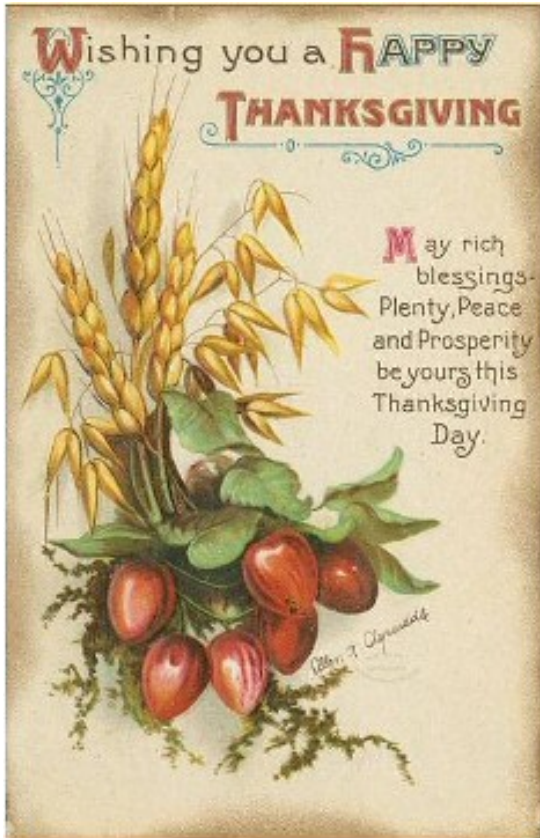
- Pat Masters, CAP
- Susan Jones, CAP-OM

Replacement certificates are available, if you choose to purchase one. The cost is \$15 per certificate. CAP plaques are also available. The cost is \$40 if mailed to a US address, or \$45 if mailed to a Canadian address. For those living outside the U.S. and Canada, add an additional \$25 for air mail, or an additional \$80 for courier service.

To order a replacement certificate or plaque if you are within the U.S. or Canada, [please complete and submit this form with payment](#). For those outside the U.S. or Canada, [please complete and submit this form with payment](#). Please allow 4-6 weeks for processing for replacement certificates, and 6-8 weeks for plaques. If you already have a CAP certificate or plaque, you do not need to order a new one.

If you have questions about the change to your personal certification record, you can contact us at [certification@iaap-hq.org](mailto:certification@iaap-hq.org).

Thank you,  
IAAP Certification Department



## LAUGH IT UP AT THE OFFICE

Everyone loves to laugh. At work, having a good sense of humor can help you not only enjoy your day more but also build rapport with colleagues, managers and other business contacts. In addition, being able to laugh during challenging situations can ease stress, allowing you and those you work with to remain productive and focused on the task at hand.

Keep the following do's and don'ts in mind the next time you crack a joke at work:

- DO be willing to laugh at yourself. Showing you can take a joke, or even poke fun at yourself, can put others at ease in your presence. Plus, you don't risk offending someone else by making him or her the target of a joke.
- DON'T use sarcasm, which can be viewed as a subtle way of insulting other people.
- DO tailor your approach to each individual. For example, discussing a funny episode of a TV show with a colleague who also watches the program is a great way to start a conversation.
- DON'T make light of mistakes. Lending a helping hand to correct problems is a better strategy.
- DO laugh with others. You can be perceived as having a great sense of humor without ever telling a joke. Just tune in to the humor styles of those around you and share in the fun.

Fostering camaraderie and open communication with your colleagues can help you advance on the job. Add a little bit of laughter, and you'll set yourself up for even greater success.

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

## CHECK OUR CHAPTER WEBSITE'S NEW ADDITIONS

- ◇ General Meeting Minutes—September 26, 2011
- ◇ Board Meeting Minutes—October 3, 2011
- ◇ Treasurer's Report—October 31, 2011



## MEMBERSHIP

Carol Ziegler, CAP-OM Chair  
 czieg01@verizon.net

### *Congratulations and Welcome!*

#### **20th Anniversary**

Carol Ziegler, CAP-OM  
 Joined—November 1, 1991

#### **Statistics (as of 11.1.2011)**

Lehigh Valley Chapter Members-49  
 PA Division Members-444  
 PA Division Chapters-17

#### **New Members**

Lisa M. Demaree  
 Simone Thompson

# Member of Excellence

---

*Revised, to take effect for 2011-2012 IAAP Year*

*Beginning July 2011, the wording of criterion 6 has changed, waiving the mandatory requirement for new members who joined in the current fiscal year. The criterion is still mandatory for renewing members.*

*Revisions and clarifications to the 2010-2011 criteria are identified by bold/underlined text.*

*IAAP Headquarters Membership Department reserves the right to request original documentation of criteria earned.*

## **Revised Criteria as of July 1, 2011**

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. **Hold a current IAAP Certification (i.e. CAP as prescribed by the new curriculum.)**
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 (**minimum 200 words**), and have it published in an IAAP publication (chapter, division, or international level.)  
**Recommending another author's article does not qualify.**
4. Attend **at least one** professional educational workshop, seminar or conference (**at least 60 minutes in length**) **and provide a short paragraph on how the training relates to your job or your role in IAAP. It can be an IAAP or non-IAAP workshop, seminar, or conference; however, it cannot be included in your calculations to meet the requirement of criterion #9.**
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. **This mandatory requirement will be waived in the case of new members joining IAAP in the current IAAP fiscal year who want to work towards becoming a Member of Excellence.**
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) **IAAP** chapter, division or international sponsored meetings, programs or events (any combination.) **These meetings, programs, or events cannot include an event used to meet the requirement of criterion #4.**
10. Recruit at least one new member.
11. Integrate IAAP membership and involvement into annual performance plan or review.

### CHAPTER MEETINGS

Our IAAP Lehigh Valley Chapter meets monthly, September through June, on the fourth Monday of the month at the Four Points Sheraton, 3400 Airport Road, Allentown, PA.

Networking begins at 5:30 p.m., followed by dinner, which is optional, at 6 p.m. At 7:00 p.m. an educational program geared toward keeping current with advancements in the administrative profession is offered.

Accreditation is awarded for most of these programs. Our chapter also offers periodic offsite educational seminars and, additionally, we hold an Administrative Professionals Day® celebration event each April.

### IAAP®

The International Association of Administrative Professionals (IAAP) is a not-for-profit professional association for office professionals with approximately 28,000 members and affiliates and nearly 600 chapters worldwide. Our mission is to enhance the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.

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

### Lehigh Valley Chapter- Allentown, Bethlehem, Easton, PA and Surrounding Areas

**Our Vision:** To inspire office professionals to strive for and attain excellence.

**Our Mission:** To enhance Lehigh Valley office professionals' individual and collective value, image, competence, and influence as full business partners in the workplace.

**Our Purpose:** To provide education and set the standards of excellence recognized by the business community on a global perspective.

<http://www.iaaplehighvalley.org>

**“Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.”**

### Lehigh Valley Chapter, IAAP® The Valley Voice

Every effort has been made to ensure that the content contained in this newsletter is up to date and accurate.

Please let me know if you find something in error or a broken link.

Linda D. Schmoyer, CAP  
Newsletter Editor  
c/o Lehigh University  
31 Williams Hall  
Bethlehem, PA 18015

