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MEMORANDUM

To: David D. Mumford, P.E., Public Works Director
From: Tam Rodier CAP, Administrative Coordinator
Date: November 2, 2006

SUBJECT: 2006 IAAP CERTIFICATION CONFERENCE RECAP

Dave, I just wanted to express my thanks and gratitude for approving my attendance at the 2006 IAAP Certification Conference October 15-18, 2006, in Rancho Mirage, California. The conference participants, IAAP staff, resort facility, speakers, and sessions were all terrific and I thoroughly enjoyed myself. And, the added bonus was that I received recertification points that will allow me to recertify my Certified Administrative Professional® rating as soon as I can get the paperwork completed.

Following is a brief outline of the sessions I attended.

Certification / Recertification Information Session (Sunday, October 15):

IAAP headquarters staff reviewed the Certified Professional Secretary® (CPS®) and Certified Administrative Professional® (CAP®) programs, answered questions, and then went over the recertification process and requirements.

Welcome Reception (Sunday, October 15):

This was our first opportunity to mingle with IAAP headquarters staff and conference participants. It was fun, but hot, on the rooftop patio.

Critical Thinking, Decision-Making and Coaching Skills for More Effective Project Management / Susan Abrams, presenter (Monday, October 16):

Susan said administrative professionals are more frequently being asked to be project managers. As a result, she designed her session to highlight the skills needed to motivate, coach, and referee project teams. We were also directed in exercises designed to help us “think creatively” and discuss the necessary steps for making critical decisions.

Group Problem-Solving, collaboration and Conflict Management Techniques for More Effective Project Management / Susan Abrams, presenter (Monday, October 16):

It is no longer enough to manage our own projects – we must also think about how to achieve more by utilizing the strengths and skills of our colleagues. We must share resources and collaborate. Every employee must also be equipped with problem-solving tools, skills and techniques. Following are a few things I wrote down because they struck a cord with me.

- Conflict is a healthy signal that something needs attention.
- “Silence is consent” – this was a meeting rule in one participant’s organization!
- Visit the Project Management Institute website at <http://www.pmi.com>

We also discussed personality types and preferences and how to use the information managing teams.

Professional Protocol: The Guide to Projecting the Proper Image / Patty Cisneros, presenter (Tuesday, October 17):

I found this to be an extremely interesting session. She discussed everything from communication preferences to “impression management,” a psychological term to describe the “purposeful choice of wardrobe and behavior to affect the images and impressions others form during social and professional interactions.”

She presented information on the “myth” of the first impression:

- You make a first impression the first time you meet them THAT day; first impressions change over time.
- It takes 8 seconds to make a first impression based on a head-to-toe observation.
- It takes 4 minutes to decide like/dislike (this means the first 4 minutes of an interview are EXTREMELY important!).
- We only have 15 minutes to confirm/change someone’s mind about their first impression of us!

She discussed the communication formula:

- 7% of communication is words
- 38% is voice, tone, pitch
- 55% is body language and appearance

She defined communication styles:

	High Context	Low Context
Description	Indirect, non-verbal, reflects social assumptions and shared assumptions, "yes" may mean "no," etc	Direct, verbal, imparts implicit meaning, "no" means "no," etc.
Countries	Italy, Greece, Native American, African Americans, France, Asia, Russia, Israel, Africa, Hispanic countries, French Canadians	USA, Canada, Australia, New Zealand, England, Scandinavia, Germany, Switzerland
Industries	Human Resources Marketing / Sales Manufacturing Products Research & Development	Technical Information Systems Engineers Finance

She distributed and discussed guidelines for executive and business-casual dressing for both men and women.

She also discussed business etiquette (handshakes, introductions, small talk, giving/receiving business cards, personal space, cell phones, BlackBerries, e-mail, thank you notes, business networking, eating, etc.)

As you can tell from the detail I've provided, this was an informative, interesting, and a very helpful session!

Networking Lunch (Tuesday, October 17):

After a brief introduction of the luncheon sponsor, The Capital Group, we were able to visit and share information with our tablemates. I sat with people from the Capital Group in Irvine, CA; Christ Church Episcopal School in Greenville, SC; Amgen, Inc, in Moorpark, CA; Saratoga Hospital in Saratoga Springs, NY; Anthem Blue Cross/Blue Shield in Denver, CO; Texas Instruments in San Diego, CA; and Clarian Health Partners in Indianapolis, IN.

Best Practices for Administrative Professionals (Tuesday, October 17):

This was a panel discussion. The panelists were mostly high-profile executive administrative professionals.

Sandra Chandler CPS, IAAP International President, employed by Sun Trust Bank
 Alverta Harty CPS/CAP, employed by Berlex Biosciences
 Tamara Flood CAP, employed by USAF, Berlin, Germany
 Judy McCoy CPS/CAP IAAP President-Elect, employed by Camtec Precision
 Sharon Newhall, Avery-Dennison
 Patsy Cisneros, Moderator

It was interesting to hear what their jobs consist of and what tips and tricks they have developed to be successful.

Some helpful websites they shared include:

- <http://www.translate.com> (individual word translation)
- <http://www.bablefish.com> (translates whole paragraphs)
- <http://www.oneida.com> (currency exchange information)
- <http://www.faa.gov> (flight delays, etc.)
- <http://www.presentersuniversity.com> (free PowerPoint backgrounds)
- <http://www.freeteleconference.com>
- <http://www.freeconferencecall.com> (tapes call & available for later listening)
- <http://www.map24.com> (global addresses & maps)
- <http://www.manager.tools.com> (downloadable webcasts)

Networking Reception (Tuesday, October 17):

This was fun “down time” with conference participants and IAAP headquarters staff.

Becoming the Complete Administrative Package / Rebecca Pace presenter (Wednesday, October 18):

This was an upbeat, inspiring, motivating and amusing session intermixed with lots of practical and helpful information. I learned I need to celebrate the positives, every day, in all parts of my life. This includes replacing “negative self-talk” with “positive self-talk.”

“If I feel 100% on top of my game, then I am NOT growing. I need to stretch myself and grow. I'll know I am doing it if I feel off-balance and uncomfortable.”

Rebecca also reminded us that E (event) + R (my response) = O (outcome) and *I* have the power to change the outcome by changing my response.

Rebecca is a true storyteller and she is probably one of the funniest women I have ever had the pleasure of hearing. I hope I have an opportunity to hear her again!

Other:

All seminar participants received a **Microsoft Office Specialist (MOS) Study Guide**. The book is a guide to prepare you to take the MOS certification exams and it includes the practices tests on CD. Available certifications are:

- Word 2003 – Core & Expert
- Excel 2003 – Core & Expert
- PowerPoint 2003
- Access 2003
- Outlook 2003

I have decided to pursue these certifications and will be using the materials provided.

Thanks again, Dave, for allowing me to attend the conference!

TLR