



MINNEAPOLIS MATTERS

City of Lakes Chapter Newsletter

www.iaap-minneapolis.org



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Leadership 101 *by Brenda Shaw*



As I sit down to write this article, I had difficulty trying to find just the right motivation.

During this year you have read about geese and bicyclists, both of which taught us about taking turns. You read about many different traits and behaviors of leaders. One of these was courage. We owe thanks to Wendy Peek for courageously taking her turn (again) this year.

There is no doubt that Wendy would probably have been much more comfortable if she could have just sat back and let someone else do it. We all have done that, haven't we? But then, I would not be writing this article, and you would not be reading it.

However, Wendy stepped up when the *City of Lakes* Chapter needed her most. We may not have leapt tall buildings this year. We may not have crossed mighty oceans or even ran speedy marathons. However, we have had an enjoyable, relaxing and meandering trip through the woods and enjoyed ourselves along the way. We shared in the exciting celebrations as we honored our past accomplishments. I have to believe that we reached the "greatness lodge" rested and more confident. Some trips are like that, don't you think?

I think that come next fall, we will all be ready to take a more "radical leap" as we follow Cullyn Richter through her year. This is a new challenge for Cullyn. Kudos to Cullyn for taking her personal "radical leap" and challenging us to follow her on a new and exciting journey, a journey that promises a radical new approach at how we look at ourselves and our interactions with each other. Next year promises to be an entertaining, engaging, and inspirational year under Cullyn's leadership. Along the way, I hope we can all learn more about what it means to take "radical LEAP:"

- Cultivate Love (Love and appreciation that we can generate for ourselves, our friends, and our Chapter)
- Generate Energy (Energy that stimulates growth and excitement to share with each other and other IAAP chapters)
- Inspire Audacity (Audacity that we believe we can venture into a new territory with courage and high hopes), and
- Provide Proof (Proof that our Chapter is second to none and "one of the best in the Great Northwest!")

Have a wonderful summer, rest up, relax, and fire up your passion for next year.

** The Radical Leap, Steve Farber, Dearborn Trade Publishing, 2004.*

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Crafting a Compelling Cover Letter

According to a recent survey by our company, less than half (44 percent) of job candidates use the cover letter to demonstrate their knowledge of a prospective employer's firm or industry. The cover letter and resume are typically what prompt a hiring manager to extend an interview invitation. If you fail to present a strong case in writing, you may not get an opportunity to shine in a face-to-face meeting.

Before writing your cover letter, learn as much as possible about the firm to which you are applying. By visiting the company's website, you can locate information about the firm's mission, values and recent successes. The more you know about an organization, the better you can tailor the information in your cover letter to the firm's needs.

Here are some additional tips to help you craft a compelling cover letter:

- **Personalize it.** Never begin a cover letter with "Dear Sir or Madam" or "To Whom It May Concern." Correspondence with generic salutations often signal to potential employers that you lack the initiative to locate the appropriate contact.
- **Start strong.** A good cover letter begins with a powerful opening paragraph. Your goal is to briefly describe how you heard about the position and why you're interested in it.
- **Highlight your accomplishments.** Don't worry about summarizing your entire resume in the cover letter. Instead, take one or two paragraphs to illustrate one or more experiences in which you demonstrated the skills necessary for the position.
- **Be bold.** In addition to expressing gratitude for the hiring manager's time and interest, close your letter by outlining your next steps. Be proactive by stating when you will contact him or her to follow up, which will reinforce your enthusiasm for the job.
- **Provide error-free communication.** Be vigilant about spelling, grammar and punctuation. Take advantage of your computer's spell-check function, and ask a trusted friend to proofread your letter as well.

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.

Communication from International President Judy McCoy

LAP 8: FORWARD ACTING: Becoming Remarkable

Spring in the air also means division meetings are taking place. I hope you were able to attend and came away with a renewed vision for your IAAP division and chapter, and were revitalized as a member. For divisions yet to hold their meetings, I wish you a successful and driven event.



Board Meeting Schedule

June 26 – Joint Meeting
5:45 p.m. at the
DoubleTree Hotel

All outgoing and incoming Board members and Committee member chairs are required to attend, and all members are welcome to attend.

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Those of you who attended your division annual meetings heard about IAAP's mission and core values statements and our desire to change them. Our current statements, while they are good, no longer work for IAAP. At the March International Board meeting, we took a hard look at the Association's current Mission Statement, Core Values Development and Vision Statement. To guide us through this process, the board followed the concepts in the book *The 7 Measures of Success; What Remarkable Associations Do and Other Don't*. Published by ASAE and the Center for Association Leadership, the book points out that remarkable associations have, among other measures, an alignment of their products and services with their mission.

To align what we do as an association, we need to have a clear mission. This means that everything we do, every conference we host, every book we sell, magazine we publish, newsletter we send and every service we offer should align with our new mission statement. If it doesn't, we won't do it. It's that simple. We aim to define who we are, where we want to go, and then stay on that road using our defining statements as a guide.

Our current mission statement: *"To be the acknowledged recognized leader of administrative professionals and to enhance their individual and collective value, image, competence and influence,"* as well as our vision and purpose statements, don't adequately reflect who we are and where we want to head in the future. Change is needed to take this from a statement that is externally focused to one that is both externally and internally focused.

To move this change forward, we need your help. It's very important to the board, and to me, that we receive feedback from members about these statements. After all, we are here to be the voice of the people we serve. While asking for input as we visit the Division Annual Meetings, we want to hear from all of our members. So, for those of you unable to attend those meetings, please think about IAAP and what you believe our mission as an association should be. Over the next few weeks, feedback will be collected online before the International Convention and Education Forum. Be sure to watch for the link and be willing to share those ideas. That's one of the first steps in the journey to make IAAP a remarkable association.

In closing, the attendees at the March 2008 Incoming Division Presidents' Conference in Kansas City heard IAAP's attorney Mike McCann speak on confidentiality and its importance for boards. This information will benefit all levels of our Association including chapters, divisions and international. You can read his article at <http://www.iaap-hq.org/confidentiality.htm> and as you read, ask yourself...*"How can this information help me as I lead at my elected position in IAAP?"*

I look forward to seeing you all soon as we make our plans to meet in New Orleans to drive over the finish line of the 2007-2008 IAAP year!

Have a wonderful summer!

