



Memo

To: The members of the Northeast District through Division/Chapter Presidents

From: Marie (Gerry) Brunell CPS/CAP
Northeast District Director

Date: July 18, 2007

Subject: Northeast District Update 4

CC: International Board
Don Bretthauer CAE, Executive Director

We have come to the end of the 2006-2007 IAAP. We had our successes and our losses, but through it all we kept our goal of “*Shaping the Future*” in the forefront. Now is the time to celebrate our successes and congratulate our members who earned awards this year.

Our chapters and divisions have new leadership teams in place. I invite all of you to join with me and our 2007-2008 year to make this a banner year for IAAP and the Northeast District. With you as active members of our team, we can accomplish our goals!

It has been my pleasure to serve you as your Northeast District Director. I look forward to serving you in the year ahead. Enjoy these wonderful summer days.

Gerry

Northeast District Update

April 2007 Update 3



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Where does the time go? Another IAAP year has ended, and we are already in the first month of our 2007-2008 year! Thank you for the opportunity you have given me to serve as your Northeast District Director. It has been my pleasure to serve you, and I look forward to serving you again during the 2007-2008 IAAP year.

We had a very good team and met most of the goals we set for ourselves. Some of our chapters did very well. We had members who were winners in the Rewards and Recognition Program. The Northeast has two Outstanding Division Presidents and seven Distinguished Chapter Presidents. Two new chapters were built in the Pennsylvania Division.

We are at a new beginning, and I can feel the energy and enthusiasm running throughout the division. New teams of officers are in place. Work has begun to build new chapters. Leadership workshops have been scheduled. I encourage all our divisions and chapters to meet this summer to develop strategic plans and set their goals for the year.

I look forward to seeing many of you at the Northeast Caucus during convention. This will give us the opportunity to network, discuss what will be happening during the convention, and recognize our achievements this year.

See you in Tampa!

Gerry

Marie (Gerry) Brunell CPS/CAP
65 Blackberry Road
North Attleboro, MA 02760
508 549-5365 (work)
508 695-1914 (home)
mgbrunell@comcast.net



2006-2007

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Membership

Division	June 2006	June 2007	Gain/Loss	Growth
GNED	890	909	19	2.13%
New Jersey	831	820	-11	-1.32%
New York	542	534	-8	-1.48%
Pennsylvania	724	683	-41	-5.66%
NED MAL	652	573	-79	-12.12%
NED Total	3639	3519	-120	-3.30%

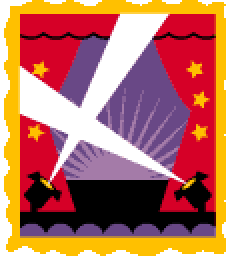
While our numbers are down as we closed the 2006-2007 IAAP year, we now have the opportunity as we move in the new year to strengthen and grow our chapters and divisions by reaching out to career-minded administrative professionals in our area.

This an opportunity for all of us to step beyond our comfort zone, approach administrative personnel we may only know slightly or even approach Human Resource managers in companies in our area to introduce them to IAAP. You will definitely grow from the experience and expand your professional network.

Someone once told me that when you stretch an elastic, it never fully goes back to its former shape. It is a little bigger. I encourage you to be a little elastic and stretch yourself!



In the Spotlight



Many of our members will receive awards at convention. Please join with me in celebrating their success.

Outstanding Division President – Membership for the Northeast District

- Anne Canty CAP - Greater New England Division

Outstanding Division President – New Chapter Building for the Northeast District

- Dawn Hall CPS - Pennsylvania Division

Distinguished Chapter Presidents

Greater New England Division:

- Sharon McPherson CAP – Cape Cod Chapter
- Grace Rike – Profile Chapter

New Jersey Division:

- Meri L. Evans CPS – ETS Chapter
- Julie Giampolo – Morris County Chapter

New York Division:

- Jeanine Scaccio – New York City Chapter

Pennsylvania Division:

- Jessie J. Grove CPS/CAP – Harrisburg Chapter

- Bruna H. Habersham – Keystone Chapter
- Kathryn O’Connor CPS/CAP – Rohm & Haas Chapter

Avery Outstanding Chapter Award

- Cape Cod Chapter - Greater New England Division

Impact Meeting Award

- Cape Cod Chapter - Greater New England Division

“Teamwork divides the task and multiplies the success.”

Author Unknown

Tools for Success

Strategic Planning



When you plan a trip, you need a map to find your way. Every business has a strategic plan. Treat your chapter and division as a business. Build a strategic plan that will give you goals to reach for during the year. If you have not done this before, you will find information about strategic planning in Members Place on the IAAP Headquarters website.



Publicity and Marketing

Does your chapter have marketing material that tells prospective members about your chapter? Adding chapter marketing information along with IAAP brochures to prospective member packets is important.

Do you have a publicity chair to make sure that meeting information is sent to print, TV, cable and radio outlets in your area? Has a notice about your installation of officers been sent to the press?

Have Fun Along The Way

Don't forget to have a little fun along the way! Strategic planning, goal setting, creating marketing materials is serious business, but no one says you can't mix work with pleasure. Add a little fun! The work will go faster, and you may find your creative juices flow easier. **Celebrate your success along the way!**



2007-2008 Dates to Remember

July 28, 2007	Pre-Convention Sessions Tampa, FL
July 29- Aug. 1 2007	International Convention and Educational Forum Tampa, FL
Aug. 2, 2007	Post Convention Leadership Workshop – Tampa, FL
Oct. 14-17, 2007	Certification Conference, San Antonio, TX
Nov. 2-3, 2007	Certification Exams
Mar. 2-5, 2008	Professional Education Conference, Charleston, SC
April 20-26	Administrative Professionals Week