

Toronto Chapter is proud to host

APW 2007 Educational Conference



Our Marquee Speaker



Gloria Martin,
680 News

Our Workshop Presenters:

Morning Sessions



Judy Suke



Colleen Clarke



Daryl Wood

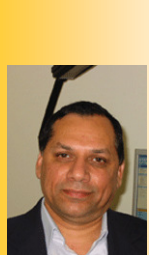


Rhonda Scharf (Finniss)



Diane Moore

Afternoon Sessions



Peter Pereira



Jennifer Cowland



Oliver Howey



Marianne D'Alessandro



Louise Fox



Maggie Salo

**Saturday,
April 21, 2007**

Join Us !

AGENDA:

8:00am - Kick-off Continental
Breakfast

9:00am to 12:30pm - Morning
Workshops

12:30pm - Buffet Lunch with
Gloria Martin

2:00pm to 5:30pm -Afternoon
Workshops

6:00pm - Wrap-up Cocktail
Reception (cash bar)



**Location:
CNIB Conference Centre**

1929 Bayview Ave
Toronto, ON

8:00 am - Continental Breakfast

OPENING CEREMONIES - **MARCIA O'HEARN CPS/CAP, IAAP, TORONTO CHAPTER**

9:00am to 5pm
Judy Suke
*Admin. Assistants –
Handling It All*

9:00am to 12:30pm
Daryl Wood
The Way I See It ...

9:00am to 12:30pm
Colleen Clarke
*Influencing Without
Authority*

9:00am to 10:30am
Diane Moore
Careerability©

10:30am - Break

11:0am to 12:30pm
Rhonda Scharf (Finniss)
The Amazing Assistant

12:30pm - Lunch (Buffet)

MARQUEE SPEAKER - **GLORIA MARTIN, 680 NEWS**

2:00pm to 3:30pm
Peter Pereira
*Technology & the Emerging
Role of the Administrative
Professional*

2:00pm to 3:30pm
Marianne D'Alessandro
Performance Appraisals

2:00pm to 3:30pm
Louise Fox
*Maximize Your Professional
Potential*

3:30pm - Break

4:00pm to 5:30pm
Jennifer Cowland
*Fitting In, Standing Out
and Building Remarkable
Work Teams*

4:00pm to 5:30pm
Maggie Salo
*Removing the Hurdles that
Block your Success*

4:00pm to 5:30pm
Oliver Howey
Career Self-Management

6:00pm - **Wrap-up Cocktail Reception (cash bar)**
CLOSING CEREMONIES

Gloria Martin: Marquee Speaker

Utilizing her background in live theatre, Gloria will give you simple tips on how to find your own voice and build your confidence through body language, breathing and self imaging. She will tell you why fear is a good thing and how to use it to your advantage.

Gloria Martin follows the stars and keeps over a million listeners a week at Canada's number one radio station, 680 NEWS, on top of the world of entertainment. Her reports are heard across the country on Rogers Broadcasting affiliates from Halifax to Vancouver. She also lets our U.S. friends know that Toronto is "Hollywood North" when she reports for CNN Radio in Atlanta.

Gloria's typical work week can include chatting with Anthony Hopkins about his new movies, Kate Winslet about motherhood, Gary Sinise about CSI:New York, having a candid talk with Margot Kidder about overcoming mental illness or taking in a rehearsal of the new musical "We Will Rock You" and interviewing legendary Queen band members Roger Taylor and Brian May.

Although she is obviously on top of her game, Gloria insists it is her 'curiosity' about all kinds of people that drives her to do a good job. She is equally intrigued talking to a subway singer as she is interviewing Nelly Furtado.

The "magic of radio" called when she was invited to produce and host documentaries for CBC FM. Later, as a host of an all night music show she introduced and promoted our superb Canadian Talent. Now, as Entertainment Editor for All News Radio 680 News, she continues to support Canadian Artists along with interviewing international personalities in all facets of this industry.



Our Workshops:

We have structured our workshops to allow our attendees maximum flexibility and choice. You can choose to take the all day workshop, **OR** choose one of our 1/2 day workshop and two 90 minute workshops **OR** you can decide to take four different 90 minute workshops. It is your choice. (Please refer to the Schedule on page 2 for the time and duration of each workshop.)

Each workshop has limited space, so be sure to include your second choice. The Toronto Chapter reserves the right to place you into an alternate workshop, should your first choice not be available.

Conference Registration Fee includes the Kick-off Continental Breakfast, Buffet Lunch and the Wrap-up Cocktail Reception (cash bar).

Please note, fees are for the entire day and we are not offering partial day attendance.

The following alphabetical listing is a brief description of each workshop and of the presenter.

Colleen Clarke: Influencing Without Authority: Exercise Your Influence Up, Down and Sideways

Today's organizations expect administrative professionals to make things happen without giving them the tools or the authority to insure results. This highly participative session will introduce you to 4 types of power and help you identify what power you possess. Using this newly identified power you will now be ready to start influencing peers, your boss and "the corporation." Learn strategies of influence and currencies of exchange that will enable you to embrace new opportunities, create buy-in for a common goal, build teams and get the job done effectively and efficiently, with little or no authority.

Colleen is a career specialist, corporate trainer and recognized public speaker in the areas of career management and transition, communication and networking. Colleen is a certified Workplace Coach, and career advisor for Monster.ca's career management advisory page "Ask Colleen". She is also the career columnist for 24 Hours, a Toronto commuter newspaper



Jennifer Cowland: Fitting In, Standing Out and Building Remarkable Work Teams

OfficeTeam partnered with IAAP and HR.com to survey administrative professionals and HR managers about how support staff can fit in, stand out and flourish at their companies. The findings and corresponding advice serve as a guide for administrative professionals to achieve happiness and fulfillment on the job. This presentation includes a brief overview of key research findings, how to find or create your ideal work environment, how to set yourself apart from others, how to ask for and receive the training and recognition you desire and more!

Jennifer is the Senior Staffing Manager for OfficeTeam Toronto and is responsible for recruiting and interviewing candidates, speaking to clients to determine their staffing needs and networking with local organizations in the Toronto area as well partnering with management to assist in training and development.

Jennifer is a leading presenter of OfficeTeam's professional development courses and has assisted numerous Administrative professionals in taking their career and professionalism to the next level.



Marianne D'Alessandro: Revitalize your Performance Review

Most of us face them annually – the dreaded performance review. And yet, the process is YOUR opportunity to promote yourself and the value YOU bring to the organization. Revitalize your Performance Review will focus on preparing yourself and your portfolio, communicating and negotiating so you can easily master your next performance review. Learn how to: manage your next review avoid performance appraisal pitfalls and speak with confidence. Make your performance review a positive and rewarding experience. Revitalize your thought process and maximize the results.

Marianne has moved from admin to management and back again. She has taught part-time with the Office Administration Program at Niagara College and is a member of the Program's Executive Advisory Board. She is a Certified Instructor with the Christopher Leadership Courses of Canada – a course which promotes effective speaking and was selected as one of 2 Canadian Instructors to participate in a seminar in China. Marianne is actively involved with the International Association of Administrative Professionals. She has given presentations for IAAP, Insight Information Executive Assistants' Forum, IQPC, Mohawk College and Niagara College.



Louise Fox: Maximize Your Professional Potential

A polished professional image, courtesy, communication and a positive attitude are essential and productive in business. Learn the seven steps to maximize your professional potential and develop the skills needed to project professional presence, master your mingle-ability and acquire the polish of a world-class executive. *Topics include:* How to Distinguish Yourself from the Competition; First Impressions; How to Make an Entrance and Work the Room; Handshaking: the Ultimate Greeting; Introducing Yourself and Others with Ease; Eye Contact and Body Language; Verbal and Non-Verbal Communication; How to Improve Your Mingling Proficiency; Business Card Protocol; Your Virtual Presence.

Louise is the Etiquette Leader, owner of **The Etiquette Ladies**, and the director of **Louise Fox Protocol Solutions** business etiquette. She has been trained and certified in Business Etiquette and International Protocol at the prestigious Protocol School of Washington. Louise is the Etiquette Consultant for W Network top rated show, "Style by Jury," an instructor at Georgian College, a frequent guest on Breakfast Television, Global, CBC, Omni and Rogers, has monthly e-zine "The Etiquette Leader Post" and writes for a variety of business publications.



Oliver Howey: Career Self-management (We are all free Agents)

Personal Performance History

- Why is it important to keep your records?
- Portfolios-- Do's and Don'ts

Now that you have a job, how do you keep it?

- How to be a value added player
- Coping with a continuously changing world

Networking to success

- Networking is more than a good "shmooze"
- Give more than you get

Oliver has a lifelong passion to help people with their Career choices and activities. He has experience in all three sectors – private, public and not-for-profit. Oliver's public speaking on Career Self Management and Networking while developing several innovative learning and coaching/counselling programs has helped members improve their skills and become more marketable. Oliver is also an acknowledged adult educator, lecturer and published authority on the issues of job search and employment.



Diane Moore: Careerabilities®: Skills Office Professionals Need to Succeed in the 21st Century

A well-rounded set of skills is essential to your success as an office professional. Ensuring that you have a solid set of competencies will bullet-proof your career, help you to be employable during times of economic downturn and position you to take advantage of career opportunities that come your way. This 90-minute interactive session will provide you with a complete list of the skills you need to:

- succeed in your career as an administrative specialist;
- help you to give your skills a comprehensive check-up in order to find and build on your strengths, and flag areas where improvement is needed, and
- jump-start your professional development plans and prepare you to meet the future with competence and confidence.

Ms. Moore is a professor at George Brown College and has written more than 1,200 articles. She has a BA degree in psychology from York University, and a Master of Education from the University of Toronto. She is editor of The Office Professional and has worked in the field of career counseling, adult education and human resources consulting for the past twenty years, specializing in career management and professional development for administrative professionals.



Marcia O'Hearn CPS, CAP: (Opening Ceremonies)

For the past 21 years Marcia has been an active member of IAAP. Most recently she completed two terms as International Secretary of the Board of Directors. In 2003, she completed the second of two terms as Canada District Director, garnering the awards for Outstanding Director in Membership and Chapter Growth at the completion of both terms. While she was Ontario Division President she earned IAAP's Outstanding Division President's Award. In 2001 she was Coordinator for the Annual International Convention and Education Forum that brought 1,900+ administrative professionals from around the world to Toronto.

Marcia achieved the Certified Professional Secretary (CPS) rating in 1986 and the Certified Administrative Professional (CAP) designation in 2002.

She was profiled in articles in the *Report on Business* magazine, *Business Woman Canada* magazine and the *National Post Business* magazine.

To pay the rent, Marcia O'Hearn is Executive Assistant to the Vice President, Human Resources at Holt Renfrew. Her career has spanned a variety of administrative roles in the professional services and manufacturing sectors.



Peter Pereira: Technology & the Emerging Role of the Administrative Professional

Is Technology a blessing or a curse in your day to day activities? Is Technology an enabler - does it help with your work or just make you work more? This 90 minute workshop will show you: how to make technology work for you; what you need to do in order to keep abreast of the ever changing technology paradigm and how to harness technology to enhance your role.

Peter has provided guidance and leadership to leading Global and Canadian organizations including CIBC, Sun Life Financial Inc., Telus, GE Capital, SHL/MCI Systemhouse, Dell and Glaxo. Peter's career has provided him with progressive experience in a broad range of business functions including IT, operations, finance, sales and marketing. Peter has been asked to speak at numerous conferences and presentations including the CIO Forum.

Throughout his career, Peter has been recognized for his exceptional leadership style, interpersonal skills, and for building high performance teams. Peter has won several awards, including the Pinnacle Award, the highest achievement in GE, the Phoenix Award, and the Masters Award, SHL/MCI's highest achievement.



Maggie Salo: Removing the Hurdles that Block your Success

Have you wondered why you can't have the things that you want? Why you do the opposite of what you'd actually like to be doing? What's stopping you from getting to where you want to go? In this 90 minute session, find out how you can overcome the inertia and actually get into action. You'll walk away with a new awareness as well as the ability and the tools to achieve the success you deserve!

Maggie Salo is the Human Resources Information Manager for AstraZeneca Canada and is responsible for HR Systems and Processes. She brings more than 20 years of industry experience in the areas of HRIS, Client Services, and Recruitment from various organizations, most currently, AstraZeneca. Maggie holds a Bachelor of Science in Computer Science and Business from the University of Toronto. With a deep passion for personal growth & development she has spent the last 18 years studying this new and growing field. She currently leads a LifeSkills program offered to employees under the Health & Wellness Umbrella at AstraZeneca. This unique background grounded in science and the analytical approach and complemented by a personal and spiritual approach, enable her to deliver a compelling introduction to this topic.



Rhonda Scharf (Finniss): The Amazing Assistant

This energetic, fast-paced program will show you how to achieve respect as an indispensable Secretary, Administrative Assistant or Support Staff member! Maximize your impact, get work done without authority and shine as a true professional! Come prepared to laugh, have fun and learn while celebrating yourself and your profession.

Rhonda has worked in the trenches of "the office". She knows all about the unique stresses, the challenges, the workload and the management issues. Then, fifteen years ago, Rhonda found herself ON THE RIGHT TRACK. She will share some things she has learned that will help you thrive in your work environment and emerge at the end of the day with a smile and a sense of accomplishment. Rhonda's natural warmth and sincerity are balanced by a healthy sense of the absurd; a combination that is useful in any situation.

Rhonda is a professional speaker, motivator, author, trainer, and mom and one of only 32 Certified Speaking Professionals in Canada. Her peers consider Rhonda a leader in the speaking industry!

Judy Suke: Admin. Assistants - Handling It All -

A full day, powerful workshop to enable you to find more joy in your life and work.

Package Yourself For Success - Gain that competitive edge - Discover how The Art of Feeling Good, Looking Good and Sounding Good can help you to be confident, poised and professional.

Timely Tips For Teaming Up - In this highly entertaining, interactive, and informative workshop there will be tips for working with others. Understand how to delegate, motivate, and succeed as a team.

How To Be Effective In A Hectic World - Organizational skills for managing your professional, personal and social life, to get the most out of your time and efforts. Gain control of your life by organizing your mind, your time and your workspace.

Judy is a Corporate Facilitator at Centennial College, a Trainer, Professional Speaker, Coach and Author. She has earned many awards of achievement and certificates of appreciation, including The Apprenticeship Board's "Employer of the Year"; Mississauga "Woman of the Year"; Ontario Certificate for "Excellence in Human Resources" the "Pinnacle Business Woman of Distinction" for excellence in education and training, and the Distinguished Toastmaster Award.



Daryl Wood: The Way I See It ...

The way we see our world is heavily influenced by both our past and our current reality. When we feel stuck in a difficult situation, or possibly afraid to take an exciting next step, there is usually some limiting belief or perspective that holds us back. This can have a profound effect on how we function in the workplace because it is "the way we see it" that determines how we handle opportunities and challenges.

Join Life Coach Daryl Wood for a experiential and interactive workshop that will demonstrate the power of changing your mind. Feel inspired to transform your career and both personal and professional relationships.

Daryl is a Certified Professional Co-Active Coach trained with the Internationally renowned Coaches' Training Institute. She is also a prolific writer and owner of Healing Rock Retreat in Tobermory, Ontario. Daryl provides individual and group coaching by telephone and in live workshops. She uses a highly interactive approach believing that experience leads to understanding. Her philosophy is reflected in the title of her upcoming book, "So What? Now What?"

A block of rooms has been reserved
at the special IAAP rate of \$109/night (plus taxes)
at the Best Western Roehampton Hotel and Suites,
located near Toronto's Mount Pleasant district
(3 minutes by car from the CNIB Centre).
Please call the Roehampton directly at 1-800-387-8899
and quote IAAP to make your reservations.

Rates are based on single, double occupancy (Triple & Quad occupancy add \$10. per person/per night)

For IAAP pricing, reservations must be made **before April 6, 2007**



APW 2007 Educational Conference

Registration Form

| | | | | |
|----------------------------|----------------|------------------------|----------------|------------|
| TITLE | FIRST NAME | LAST NAME | | |
| SUITE/APT .# | STREET ADDRESS | HOME PHONE | BUSINESS PHONE | FAX NUMBER |
| CITY | PROVINCE | POSTAL CODE | EMAIL ADDRESS | |
| EMPLOYER | | JOB TITLE | | |
| IAAP CHAPTER NAME & NUMBER | | IAAP MEMBERSHIP NUMBER | | |

Conference Ticket Information

Conference registration includes the Kick Off Breakfast, Lunch Buffet and Wrap-up Cocktail Reception

Cheque or Money Order ONLY, payable to Toronto Chapter IAAP

Mail Cheque or Money Order and Completed Registration Form to:

Toronto Chapter IAAP
P.O. Box 962
Adelaide Post Office
Toronto, ON M5C 2K3

| | | | | | |
|---|------------------------------|------------------------------|---|------------------------------|------------------------------|
| Will you be attending Kick-off breakfast? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | IAAP Members | \$185.00 | <input type="checkbox"/> |
| Will you be attending buffet lunch? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | Non Members | \$200.00 | <input type="checkbox"/> |
| Will you be attending the Wrap-up Cocktail Reception? | YES <input type="checkbox"/> | NO <input type="checkbox"/> | Please also include your second choice(s). Workshop sizes are limited and we reserve the right to place you into an alternate workshop, should your first choice not be available. | | |
| Colleen Clarke <i>(½ day workshop)</i> Influencing Without Authority | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> | Oliver Howey <i>(90 minute workshop)</i> Career Self-management | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> |
| Jennifer Cowland <i>(90 minute workshop)</i> Fitting In, Standing Out ... | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> | Diane Moore <i>(90 minute workshop)</i> Careerabilities® | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> |
| Marianne D'Alessandro <i>(90 minute workshop)</i> Performance Appraisals | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> | Peter Pereira <i>(90 minute workshop)</i> Technology & the Admin. Professional | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> |
| Louise Fox <i>(90 minute workshop)</i> Maximize Your Professional Potential | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> | Maggie Salo <i>(90 minute workshop)</i> Removing the Hurdles that Block your Success | 1st <input type="checkbox"/> | 2nd <input type="checkbox"/> |
| Registration Deadline - April 16, 2007 | | | | | |

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| EMERGENCY INFORMATION: CONTACT NAME & RELATIONSHIP: _____ ADDRESS: _____ PHONE: _____ ANY ALLERGIES OR HEALTH CONCERNS? _____ | CONFERENCE CANCELLATION POLICY: If cancellation is required, conference attendee will receive a full refund (less a \$35 administration fee) before March 28, 2007, a 50 percent refund between March 29 and April 7, 2007. No refund given after April 8, 2007. I, the attendee, as stated above, have read and understand the cancellation policy _____ Attendee Signature (required) |
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