



# SouthWest Metro News

The Official Newsletter of The SouthWest Metro Chapter of IAAP

[www.iaap-swmetro.org](http://www.iaap-swmetro.org)

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March 2008

## Chapter Officers -

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COMMITMENT  
OPPORTUNITIES  
MENTORING  
MESSENGERS  
UNDERSTANDING  
NURTURING  
INFORMATION  
CONNECTION  
ACCEPTANCE  
TRUST  
IMAGINATION  
OBJECTIVITY  
NETWORKING

## Thursday, March 20, 2008 Meeting Planning

Speaker: Sales Manager, Jan Tolle MacDonald, CTC, CMP, CMM  
Bloomington, MN Convention and Visitors Bureau

In today's business world, meeting planning is a major responsibility for the administrative assistant. A recent survey stated that administrative assistants spend 35 to 50 percent of their time on meeting planning. To help make our jobs easier, Jan Tolle MacDonald will offer the following tips:

- Destination Marketing Organizations (also known as Convention & Visitors Bureaus)
  - Why is a DMO a Meeting Planner's first resource
  - The role of the DMO
  - Using the DMO as a tool to make your job easier
- Meeting Planning Checklist
  - How to make the most of your meeting
  - Facility Selection
  - Contract Negotiations
  - Attrition
  - Food and Beverage
- The Value of the Volunteer Experience and how it helps you professionally and personally.

Jan Tolle MacDonald joined the BCVB in 2002 as (deleted a) Sales Manager for the corporate market. Her career began more than 20 years ago as a travel agent for Northwestern Business Travel, which became Carlson Wagonlit Travel in 2006. Jan is the current President of Meeting Professionals International (MPI), Minnesota Chapter.

Don't miss this very important and informative meeting!!

The SouthWest Metro Chapter of IAAP meets the third Thursday of every month from September through June at the Crowne Plaza, 5401 Green Valley Drive, Bloomington. The fee is \$20 for members and \$25 for guests. Registration and social time start at 5:30 p.m.

Pre-registration is required, so please call Judy McCallion at 952.402.7449 or [judy.a.mccallion@seagate.com](mailto:judy.a.mccallion@seagate.com). If you have any dietary needs, please state them in your RSVP.

### What's Inside:

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## From the President



**WOW!** The February SouthWest Chapter meeting was very well attended. There were 28 members and 7 guests for a grand total of 35. Mark Slade from New Horizons gave an interesting presentation on Excel tips and tricks. There was great audience participation asking him a lot of questions.

We have two more months of very good programs for the year. They are as follows:

- Mar 20, '08**            **"Meeting Planning"**  
Jan Tolle MacDonald,  
Bloomington Visitors and Convention Bureau
- Apr 17, '08**            **"Making the Cut and Staying the Course"**  
Judy Zimmer

*This is my challenge to all of you:*

Since we had such good attendance at the February meeting, I would like to challenge all of you to bring our attendance up to 45 attendees in either March and/or April. Since April is Administrative Professionals month and since the MN-ND-SD Division waives the fee for anyone who submits an application for membership in IAAP, it would be a good time for each of us to invite as many guests as we can for both March and April. They don't even have to be Administrative Professionals.

When we reach an attendance of 45 attendees, each of you will receive a little gift from your President.

### **UPCOMING DIVISION EVENTS:**

2008 MN-ND-SD Division Annual Meeting will be May 16-18, 2008 in St. Louis Park, hosted by the *TwinCities* West Chapter. There are forms available for members to pre-register and be entered into a drawing for a special prize at the Annual meeting. If you were not at the February Chapter meeting and want to pre-register, give me a call and I'll be happy to get the form to you.

Events Planners & Suppliers Expo on Wednesday, March 5, 2008 at the Metropolitan Event Center, 5418 Wayzata Blvd, Golden Valley, MN 55416 from 12:00 Noon – 7:00 pm. I still have free passes available if you want them.

March is nearly upon us, which means that spring is getting ever closer. Before long we'll be outside planting flowers and listening to the songbirds. I get excited just thinking about it.

My theme for this year, as you know, is Communication; so don't hesitate to contact me or any of our board members with questions or concerns that you might have.

Respectfully submitted  
Jean Allen, President

### Sunshine Committee:

Please send all card requests to [Gloria Seeger CPS](#).

Birthday Cards sent to: Jean Aslakson  
Elaine Boergerhoff

Sympathy Card sent to: Clare Dendooven

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### Ways and Means Committee:

**REMINDER:** Tupperware - Remember to turn in your Tupperware orders at the March meeting. The Tupperware rep will be present to collect the orders and answer any questions. Our chapter will receive 40% of the sales. The sales rep will accept credit card charges for the orders that are turned in at the meeting.

Bachman's Gift Cards – Start thinking ahead to Mother's Day and your spring gardening needs. Ways and Means is selling Bachman's gift cards. They are great for gift giving or personal use. Chapter members receive a \$1 discount on every \$25 card they purchase. Our chapter receives 15% of the sales. Place your order at the Ways and Means table and the card will be delivered to you at the following month's meeting (or we can make arrangements to get it to you earlier if needed).

Pens and Pins – Now on sale for \$2 each while supplies last.

Retirement Trust Foundation – We will be collecting donations for the Retirement Trust Foundation at the March meeting.

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### Hospitality Committee:

The February meeting had 28 members and 7 guests attend. Our speaker was Mark Slade who spoke on "Software Tips and Tricks: Focus on Excel." He gave us some very helpful information.

**Remember to enter the Quarterly Incentive drawing at each meeting.** Here is how the program works: Members sign their name to the back of a ticket and place it in the fishbowl. You will have multiple tickets in the drawing as indicated by the list below.

- 1 ticket for bringing a guest to a chapter meeting
- 1 ticket for sponsoring a new member

The drawing will be held in May and the lucky winner will receive a \$50 gift card. Remember to sign up at the March meeting.



## Board Meeting

The next Chapter Board meeting will be held Wednesday, March 12th, beginning at 5:45 p.m. at Davanni's located at 2312 West 66<sup>th</sup> Street in Richfield. All members are invited to attend the board meeting, but Board Members and Committee Chairs are required to be in attendance.

## Nominations Committee

We are in the process of putting together a slate of officers for the 2008-2009 Board of Directors. The slate will be presented in April, and the elections will take place at our Annual Meeting in May.

Since this year's President-Elect, Luanne Jorgenson CPS/CAP will automatically succeed to the office as our President, the remaining leadership Board positions to fill are President-Elect, Vice President, Secretary, and Treasurer. Please consider volunteering for a position on the board or as a Chairperson of one of our committees – the committees are listed on our website. We are striving to have two or three candidates for each of the Board positions.

Being an officer of the chapter gives you an opportunity to enhance your professional and leadership skills. It's a wonderful opportunity to learn more about IAAP, get to know your fellow chapter members, build relationships, share ideas, lead your chapter and help it grow!

If you know someone you would like to see in a leadership role or if you are interested in one of these positions, please contact me via email – [gloria.oveson@hotmail.com](mailto:gloria.oveson@hotmail.com). I look forward to hearing from you!

### MN-ND-SD Division Board Members:

- President: Nita Nurmi CPS/CAP  
Crow River Chapter
- President-Elect: Kristi Rotvold CPS  
Red River Chapter
- Secretary: Brenda Jindra  
Brainerd Chapter
- Treasurer: Joan Gatzmeyer CPS/CAP  
TwinCities West Chapter

### Northwest District Director:



**Teresa Bennett CPS**  
2005 N Highwood  
Boise, ID 83713  
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## Headquarters Information



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## IAAP® Websites

International: [www.iaap-hq.org](http://www.iaap-hq.org)  
Division: [www.iaap-mnndsd-division.org](http://www.iaap-mnndsd-division.org)  
SouthWest Metro: [www.iaap-swmetro.org](http://www.iaap-swmetro.org)

**Happy Birthday!!** 

**March Birthdays:**  
13 – Nancy Janicki CPS/CAP  
31 – Judy McCallion

**Happy Anniversary!**

**March:**  
Jan Rice CPS/CAP - 13 years

*If we missed your birthday or anniversary, we apologize, and ask that you update your personal information in the "Members Only" section on the website.*

**Chapter Committees:**

**Bylaws & Standing Rules:** Chair- Char Wilkinson CPS; Members: Gloria Oveson CPS/CAP, Luanne Jorgenson CPS/CAP

**Certification:** Chair- Judy Twisk CPS/CAP; *Member: Open*

**Community Service:** Chair- Kathy Kelash; Member: Marti Clabo

**Historian:** Chair- Diane Chapman CPS/CAP; Member: Luanne Jorgenson CPS/CAP

**Hospitality:** Chair- Judy McCallion; Members: Dee Woychik CPS, Dorothy Hruska; Cheri Wright

**Membership:** Chair- Sandy Menning; Members: Lisa Keenan, Judy Twisk CPS

**Newsletter:** Chair- Jennifer DeJong CAP; Proofreaders: Gloria Seeger CPS, Char Wilkinson CPS

**Nominating:** (Immediate Past President serves as chair) Gloria Oveson CPS/CAP

**Open House & Vendor Show:** Chair- Luanne Jorgenson CPS/CAP; Members: Janean Numan-Fortier; Marvel Thorne, Kathy Kelash, Marion Luft, Judy McCallion, Nancy Janicki CPS/CAP; Jan Rice CPS/CAP; Jean Allen

**Programs & Education:** Co-Chairs- Sandy Menning and Char Wilkinson CPS; Member: Lisa Keenan

**Public Relations:** Chair- Samantha Blanchard

**Sunshine:** Chair- Gloria Seeger CPS

**Ways & Means:** Chair- Marvel Thorne; Members: Diane Chapman CPS/CAP, Cheri Wright

**Website:** Chair- Janean Nurman-Fortier

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**Upcoming Events**

**March 2-5 – Professional Education Conference**  
*Charleston Marriott Hotel, Charleston, SC*

**March 12 – SWM Board Meeting**  
Davanni's, 2312 W. 66<sup>th</sup> Street, Richfield

**March 20 – SWM Chapter**  
Crowne Plaza Hotel, 5401 Green Valley Drive, Bloomington

**April 10 – SWM Board Meeting**  
Davanni's, 2312 W. 66<sup>th</sup> Street, Richfield

**April 17 – SWM Chapter**  
Crowne Plaza Hotel, 5401 Green Valley Drive, Bloomington

**April 23 – Administrative Professionals Day**

**May 1 – SWM Board Meeting**  
Davanni's, 2312 W. 66<sup>th</sup> Street, Richfield

**May 8 – SWM Chapter**  
Crowne Plaza Hotel, 5401 Green Valley Drive, Bloomington

**May 16-18 – MN-ND-SD Division Annual Meeting**  
*Marriott, St. Louis Park, MN*

## 2007-2008 Programs - SouthWest Metro Chapter, IAAP

- Sept 20, '07**     **"Building a Reputation of Excellence" \***  
Erin O'Hara Meyer
- Oct 18, '07**     **Open House/Vendor Show**
- Nov 15, '07**     **"Come To Your Senses" \***  
Janie Jasin
- Dec 13, '07**     **Live Auction and Holiday Social**  
**Auctioneer: Brenda Shaw (City of Lakes Chapter)**
- Jan 17, '08**     **"Communication" \***  
Lori Spangler, Senior Training Consultant for Deluxe Financial Services
- Feb 21, '08**     **"Software Tips & Tricks: Focus on Excel" \***  
Mark Slade, Instructor, New Horizons of Minnesota
- Mar 20, '08**     **"Meeting Planning" \***  
Jan Tolle MacDonald, Sales Manager, Bloomington Visitors and Convention Bureau
- Apr 17, '08**     **"Making the Cut and Staying the Course" \***  
Judy Zimmer
- May 8, '08**       **Chapter Annual Meeting / Election of Officers**
- Jun 19, '08**     **Strategic Planning Meeting / Installation of Officers / Awards Banquet**

\* CPS/CAP re-certification points have been applied for.

Meetings are held the third Thursday of every month at the Crowne Plaza Hotel, 5401 Green Valley Drive (Highway 494 & Highway 100), Bloomington MN 55437.

Registration includes meeting, program and dinner: IAAP members \$20; non-members \$25.

For more information about any of these programs, contact [Jean Allen](#) or visit [www.iaap-swmetro.org](http://www.iaap-swmetro.org) for the most current event schedule; these programs may be subject to change.

The *SouthWest Metro News* is published monthly from September through June.  
The next edition is due **March 24, 2008 at noon**. Please note that this is right after the chapter meeting, due to moving our December meeting forward a week.

Editor: [Jennifer DeJong CAP](#)

Please contact the editor with any ideas or articles.