



Educational Seminar

The San Diego Chapter of the International Association of Administrative Professionals Invites You to Attend the

2012 Spring Education Seminar

Saturday, February 25, 2012
8:30am-1:30pm

Hosted by
Rancho Bernardo Inn Golf Resort and Spa



BE PREPARED WITH THE TOOLS IN AN INCREASINGLY COMPLEX PROFESSION

8:30am-8:55m	Registration (coffee/tea service provided)
8:55am-9:00am	Welcome by Marge Suess, CAP San Diego Chapter President
9:00am-10:15am	GETTING THE MOST OUT OF LINKEDIN Keynote Speaker: Valarie Wilder Rancho Bernardo Inn Group Sales Manager and LinkedIn Trainer
10:15am-10:30am	Break
10:30am-11:00am	Tour of Rancho Bernardo Inn
11:00am-12:15pm	COMMUNICATING FOR SUCCESS Workshop Speaker: Sarita Maybin Communication Expert, International Speaker and Author
12:15pm-1:30pm	Private Luncheon Buffet

Schedule and Speakers

GETTING THE MOST OUT OF LINKEDIN

Keynote Speaker: Valarie Wilder



With all the buzz of social media, it's overwhelming to decide which sites to join and which profiles to upkeep. What's not in question is the power your LinkedIn profile can do to make or break your E-image. The days of outdated business cards in a Rolodex are history and have been replaced with a custom-built online professional network that is ever-changing.

In this LinkedIn training you will learn:

- Why you should join LinkedIn groups and become active in them
- The importance of a profile picture, summary, and headline-and how they relate to a Google Search of your name
- Spend less than 5 minutes every other day to stay top of mind to your professional network
- How to merge Microsoft Outlook with LinkedIn
- Q&A with a LinkedIn expert

COMMUNICATING FOR SUCCESS

Workshop Speaker: Sarita Maybin



In this interactive presentation you will learn how to communicate in a way that gets your ideas heard and encourages the cooperation of others. Sarita will share her Top Ten Positive Communication Phrases and her two "green jello" principles of conflict resolution. Presentation highlights include:

- Five ways to overcome barriers to listening
- Find out what your body language is saying
- Do's and don'ts of giving constructive criticism

Questions?

Call our Education Chair at 858-444-5568 or email kipp.katherine@scrippshealth.org

Registration Cost

\$35.00 per person

Registration Deadline

February 17, 2012

Two (2) Recertification Points Will be Awarded

Registration Process:

1. Complete registration form and mail to:
Katherine Kipp, Administration
Scripps Memorial Hospital La Jolla
9888 Genesee Avenue, Maildrop: LJ 101
La Jolla, CA 92037
2. Fax to: 858-626-6122
3. Email to: kipp.katherine@scrippshealth.org

Registration

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Check enclosed for \$ _____ Make checks payable to IAAP-San Diego Chapter

www.paypal.com. Select Send Money to: treasurersd@gmail.com

Saturday, February 25, 2012
Rancho Bernardo Inn Golf Resort and Spa
17550 Bernardo Oaks Drive
San Diego, CA 92128
(858) 675-8700

From San Diego International Airport:

Take Harbor Drive south (toward downtown)

Turn left at Grape Street

Go east to the top of the hill, then take Interstate 5 south

Stay in the right lane and follow Route 163 north toward Escondido (Route 163 becomes Interstate 15)

Take the Rancho Bernardo Road exit east to Pomerado Road (4th light)

Turn left on Pomerado Road

Turn left onto Greens East Road

Follow the signs to the resort entrance

From Interstate 15:

Take the Rancho Bernardo Road exit east to Pomerado Road (4th light)

Turn left on Pomerado Road

Turn left onto Greens East Road

Follow the signs to the resort entrance

Directions



**Self or valet
parking
Complimentary
to all attendees**

Rancho Bernardo Inn provides complimentary valet parking for all day meetings

The International Association of Administrative Professionals

IAAP is the world's first and foremost association for those in administrative support positions in an office environment. It is an association of members dedicated to a continuing program of education and professional development.

The goal of IAAP is to provide educational resources and opportunities to advance and strengthen professional competence and development. This is accomplished by projecting a professional, strong, and authoritative image recognized and valued by the business community.

By joining IAAP, the world's largest association for administrative support staff, with nearly 600 chapters and 28,000 members and affiliates worldwide, you will have access to up-to-date research on office trends, cutting-edge publications, outstanding seminars and conferences, and top-notch resources to help you enhance your skills and become a more effective contributor to your employer. Membership in IAAP offers personal and professional opportunities for development in:

- Networking
- Business trends and technology
- Professional image
- Professional certification
- Leadership
- Meeting planning



For membership information contact

Yolanda Sevilla, CAP-OM
Vice President/Membership Chair
San Diego Chapter IAAP
E: yolanda.sevilla@parsons.com



San Diego Chapter-IAAP
P. O. Box 882521
San Diego, CA 92168-2521