



National Association of Educational Office Professionals

SOUTHWEST AREA E-NEWS



Sure hope to see YOU in Charleston, South Carolina

July 18 - 22, 2011

At the 2011 NAEOP Conference

Make plans now to attend NAEOP 2011 in Charleston, South Carolina, because the 2011 committee is making big plans for your visit!

The Embassy Suites, Airport/Convention Center will be the host hotel and is attached to the Charleston Area Conference Center. All rooms are two-room suites that include microwave, refrigerator, coffee makers and sleeper sofas. A cooked to order free breakfast buffet is offered every morning. The Embassy also offers the complimentary



manager's reception in the evenings, along with free transportation to and from the airport, the nearby Tanger Outlets and free parking. Member and guest registration will include free shuttle service to the downtown area on specified days and times. Look for registration information in the Winter NES and on the naeop.org website.

QUESTIONS?

Contact Donna Lazar, Conference Chairperson * Email: Donna.Lazar@spart5.net

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Mark Your Calendar

- ♦ *PSP Filing Deadline: January 15, 2011*
- ♦ *CAEOP Annual Conference; March 4-5, 2011, Queen Mary Hotel, Long Beach, CA*
- ♦ *Utah AEOP Annual Conference; March 11-12, 2011; Granite Education Center; Salt Lake City*
- ♦ *NAEOP Annual Conference: July 18-22, 2011; Charleston, South Carolina*



Editor's Note: By the time you receive this publication, I hope you have taken a few moments to either go online to vote or completed your ballot for the 2011-12 Executive Board for NAEOP. And we've come past the 2010 General Election, where many of us are wondering what the future holds for our state and our country. Change is exciting and usually means a recommitment to the organization along with new goals in our pursuit of excellence. In preparation for this newsletter, I asked our President-Elect, Allie Faye Matthews CEOE, to write her thoughts in preparation for her installation as NAEOP President this next July. For us in the Southwest Area, it is especially exciting to recognize and support a phenomenal leader like Allie.



My Thoughts & Considerations

It is July 9, 2010 and I am preparing to be installed as NAEOP President Elect. Standing on stage I look out into the audience, just before taking my oath of office, and feel a sense of honor at being able to serve the association I have been a member of since 1976!

After the evening's events, as the heels were taken off, I remembered the very first national conference I attended in Cincinnati, OH in 1982. Reflecting on that time, I remember by Thursday evening I was in tears as I felt such anxiety at being so far away from my five year old son, yet I enjoyed attending the workshops, mingling, and interacting with colleagues from across the nation. It was about this time I thought of the 30 women who met in Washington D.C., in 1934, to establish the organization I will one day lead. Surely these women had young children, yet they were able to combine their personal life

with their professional experience and certainly if they could do it, I knew I could as well!

Some 34 years later, with 23 national conferences behind me, I am about to assume the role of president. Since installation in Kansas City, I often hear two questions: "What are you doing to prepare yourself?" followed shortly thereafter by "Are you scared?" Answering both questions can be quite involved, but I hope to provide you a "snip-it" of the many thoughts I have had as I prepare for this honor and privilege.

I have had several discussions on leadership with my late mentor and past NAEOP President, Jeanne Haas. There is one comment she made that is forever etched in my mind: "a good leader is more than being at the forefront. You must know your purpose, you must listen, you must act, and more importantly you must learn alongside those you lead." Her consultations, along with those of many other mentors, have provided sound advice, and have helped prepare me for the many actions I have taken, and will take in the future.

I have had, and continue to have, multiple thoughts. How do we improve member services? Is it truly feasible to shorten the conference schedule, yet provide more professional development? What can we successfully do to re-establish our visibility, and alliances, with educational administrator organizations? Can we provide outreach services, such as webinars, to members who cannot attend conferences? What educational programs can we offer members that will continue to help them in their present jobs? What do we need to do to hit the "hot buttons" of our members and keep them interested? What innovative approaches must be taken to gain new members? And finally, who will be the best individuals to complete necessary tasks? Somewhere in this process, I must continue to learn from the membership as well as incorporate all

these thoughts into a vision that will sustain the organization and keep it on a successful path.

Note-taking, studying organizational documents, reading articles, contemplating courses of action if certain things do or do not occur, and awakening in the middle of the night with an "oh my gosh, have you thought about this?" moment must be part of the learning process most leaders go through when they are about to assume an important task or role.

All of this can be very scary, but when I hold steadfast to Jeanne's comment I know that accepting this role as one of life's lessons will not only further open my horizons, but I hope will expand NAEOP's as well. In my various leadership roles I have learned that you cannot lead in a vacuum, and that a true leader is made not born. I also know not all my approaches need come from the front, but rather from all sides as they offer different solutions in various combinations.

Ralph Waldo Emerson said, "Trust men and they will be true to you; treat them greatly and they will show themselves great." As the months draw closer to installation 2011, and when the moment finally arrives, I will have achieved yet another milestone knowing that my local, state and southwest area colleagues have played important roles in contributing to my leadership skills. I have been surrounded by a group of professionals who have the same passion as I do in making this organization the best it can be, and then some!

*Allie Faye Matthews, CEOE
NAEOP President Elect*



Southwest Area

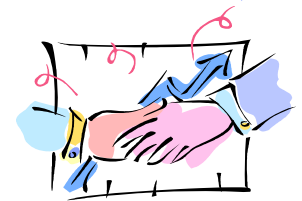
Congratulations to our Southwest Area PSP/CEOE Recipients:

Sherry Hubbard (AZ), Advanced III, Option II and CEOE

Susie Martinez (CA) Advanced III, Option I and CEOE

Kathy Ramos (CA) Advanced III, Option I and CEOE

Congratulations!



Professional Standards Program

Filing dates for PSP applications are as follows:

☀ January 15 ☀ May 15 ☀ September 15

PSP Handbook available in PDF format on the NAEOP website: www.naeop.org



Utah AEOP Announces 2011 Conference Dates

Make plans now to join the members of the Utah AEOP
at their annual conference:

March 11-12, 2011 * Granite Education Center * Salt Lake City, Utah

Need more information? Contact Mary Meyers, Utah AEOP President

at: mcmeyers@graniteschools.org

Southwest Area Web Sites

Arizona: www.aeopa.org

California: www.caeop.org

Utah: www.graniteschools.org/uaeop

Southwest Area States/Countries Include:

States of Arizona, California, Hawaii,
Nevada, Utah

and the following countries:
Australia, Malaysia and Saipan



HAPPY THANKSGIVING

Did you know that
Thanksgiving Day has been
an annual tradition in the
United States since 1863?

This event was celebrated to
give thanks to God for
helping the Pilgrims of
Plymouth Colony survive

their first brutal winter in New England. The first
Thanksgiving feast lasted three days providing enough food
for 53 pilgrims and 90 Native Americans. The feast consisted
of fowl, venison, lobster, clams, berries, fruit, pumpkin,
squash, beetroot and turkey.



Arizona EOPA Fall Conference

Arizona EOPA Fall Conference



HIGHLIGHTS FROM ARIZONA EOPA FALL CONFERENCE

Change is a Challenge! Was the theme for the Fall Conference of the Arizona Educational Office Professionals Association. Each of the presenters referred to the many changes in our lives both professionally and personally. The morning inspiration, entitled “Risking” was given by Rita Leyva, Blue Sky Affiliate member, talked about the story of two seeds in a fertile soil and how one seed in refusing to take a risk and grow was swallowed up by life.

The morning keynote speaker was Dr. Debra Duvall, Executive Director of the Arizona School Administrators. Even with our adaption to changes in our personal life, such as changes in the weather, the seasons, our families....when change happens in the workplace we tend to withdraw or get anxious. We shouldn't let change instill fear. Change is all around us and we need to learn how to revive our sense of purpose. To be grounded, we must keep priorities straight and do what matters most every day. Dr. Duvall shared four important principles: 1) What matters most doesn't cost the most; 2) Remember the Golden Rule; 3) Someone has to be the grown-up. Don't keep score or try to get even and adopt a “me too” attitude instead of a “me first” attitude; and, 4) When things go bad on a job, they always get better. Distinguish the difference between real problems and inconveniences.



“Madison's Laws” was presented by Mary Lee Madison, who is regarded as a people builder and holds the ranking of Distinguished Toastmaster. Madison's Laws are an antidote to Murphy's Laws—you've heard of Mr. Bad Luck Murphy. He's the guy who said, “If anything can go wrong, it will... at the worst possible moment.” Madison's Laws includes “Don't Hesitate, Over Compensate,” “Take a Millionaire to Lunch,” and “Your Golden Attitude: Don't Leave Home Without It” all offer light-hearted approaches to change and counteracting negativity.



Arizona's own Rosemary Reilly, CEOE presented “Educational Alphabet Soup”. Finding ourselves a bit perplexed by the alphabet soup language that occurs in our educational world, Rosemary offered an exploration of federal, state and local acronyms and initialisms often used in education. An acronym is a pronounceable word formed from the initial letters or groups of letters of the words in a name of a phrase. Examples cited were “NCLB” for No Child Left Behind, or “NABISO” for National Biscuit Company. We learned that “IM” is for Instant Messaging, “SMS” is for Short Message Service and “MMS” is for Multimedia Messaging Service. Initialisms is an abbreviation formed from initials without regard to pronunciation. Our minds were spinning as we learned, but not as much as when we learned that the website www.acronymfinder.com has over four million acronyms, initialisms, and other abbreviations.

HIGHLIGHTS FROM ARIZONA EOPA FALL CONFERENCE (CONTINUED)



Everyone loves free gifts—especially gifts you can use. And that was the overwhelmingly excited response given to Karen Thomas, representative from Avery Dennison. Karen’s knowledge of the many timesaving office products and interventions provided by Avery Office Products was very helpful to all of us. It’s like they know what we need. For example, ever wondered why there isn’t a label that will completely cover the old label on a package or box? They now have one. And ever use labels for invitations from work or your Christmas cards, only to discover that one label is crooked? Just use the repositionable labels and you have up to two hours to move the label. Avery Office Products is also proud to be the first office products company to participate in the Box Tops for Education Program. Clip box tops for education from over 500 participating school and office products and give them to a participating K-8 school.



The afternoon keynote presentation was given by Becky Shipley, CEOE, NAEOP Southwest Area Director. “Packing for Success” focused on the attitude suitcase in our life, the excess baggage that we carry with us each and every day, and our personal carryon luggage that includes the values we hold true to ourselves.



The workshop closed with a report on plans for the 2012 NAEOP Conference scheduled for July 9-13, 2012 in Costa Mesa, California. Arizona EOPA President, Cecilia Aquino, CEOE talked about the plans in place for Allie Faye’s installation as the 2011-12 President of NAEOP. Now, if you’re wondering what’s in those white envelopes that the speakers are holding—it was a special prize indeed. For you see, as each of the speakers gave their presentation Arizona member, Maxine James, was hard at work making a pencil drawing of the speaker. I can’t begin to tell you how much this meant to me—but that personal touch was evident throughout the workshop. From Susan Allen’s gift of a photo cube for each attendee that she personally created to the warm and happy welcomes from each person, it definitely was a day to remember. The friendships continue—that’s a given—but we also took home great ideas for working smarter and a reminder of keeping close to our heart those things that really matter. Thank you to those who worked so hard to make the workshop so successful—and big kudos to Susan Nanni and Judy Lutrick for a job well done as conference co-chairmen!



2010 Fall Conference Committee, Arizona EOPA:

Susan Nanni, CEOE, Conference Chairman

Judy Lutrick, CEOE, Conference Co-Chairman

Nancy Cochran, CEOE, Advisor

Susan Allen, CEOE, Registrations

Cecilia Aquino, CEOE, Name Badges and Certificates

Tommie Sebring and Betty Riess, Hospitality Room

INVITATION TO A HOLIDAY LUNCHEON

The Arizona EOPA invites you to treat yourself to time with special friends and a delicious meal in a fantastic setting.

Saturday, December 4, 2010 * 11:30 am

Landmark Restaurant, 807 West Main Street, Mesa, Arizona

RSVP to Candy Romo, 1247 E. Hayward Ave.; Phoenix, AZ 95020 with your \$25.00 check.



INVITATION TO

“CHRISTMAS BY CANDLELIGHT”

The La Mesa-Spring Valley AEOP members invite you to join them at their annual Christmas brunch

Saturday, December 4, 2010

Social time: 9:00—10:00 am

Program: 10:00 am

Carlton Oaks Country Club; Santee, CA

RSVP to Wendy Rochester, LaMesa-Spring Valley School District, 4750 Date Avenue, La Mesa, CA 91941 with your \$27.00 check.

In Sympathy

The members of the Southwest Area extend their sympathy to the following members and friends:

- ◆ To Marlene Wilson (UT) for the loss of her nephew in a car accident in July.
- ◆ To Mary Meyers (UT) for the loss of her father and mother-in-law.
- ◆ To Mimi Pike (KY) for the loss of her husband



Maxine's Views *Do I Like Being Old?*

I would never trade my amazing friends, my wonderful life, my loving family for less gray hair or a flatter belly. As I've aged, I've become kinder to myself, and less critical of myself. I've become my own friend. I don't chide myself for eating that extra cookie, or for not making my bed, or for buying that silly cement gecko that I didn't need, but looks so avante garde on my patio. I am entitled to a treat, to be messy, to be extravagant. I have seen too many dear friends leave this world too soon; before they understood the great freedom that comes with aging. Whose business is it if I choose to read or play on the computer until 4 am and sleep until noon? I will dance with myself to those wonderful tunes of the 60 and 70's, and if I, at the same time, wish to weep over a lost love.....I will.



I will walk the beach in a swim suit that is stretched over a bulging body, and will dive into the waves with abandon if I choose to, despite the pitying glances from the jet set. They, too, will get old. I know I am sometimes forgetful. But there again, some of life is just as well forgotten. And I eventually remember the important things.

Sure, over the years my heart has been broken. How can your heart not break when you lose a loved one, or when a child suffers, or even when somebody's beloved pet gets hit by a car? But broken hearts are what give us strength and understanding and compassion. A heart never broken is pristine and sterile and will never know the job of being imperfect. I am so blessed to have lived long enough to have my hair turning gray, and to have my youthful laughs be forever etched into deep grooves on my face. So many have never laughed, and so many have died before their hair could turn silver.

As you get older, it is easier to be positive. You care less about what other people think. I don't question myself anymore. So, to answer your question, I like being old. It has set me free. I like the person I have become. I am not going to live forever, but while I am still here, I will not waste time lamenting what could have been, or worrying about what will be. And I shall eat dessert every single day (if I feel like it).

MAY OUR FRIENDSHIPS NEVER COME APART ESPECIALLY
WHEN THEY ARE STRAIGHT FROM THE HEART!

“Sail Away With CAEOP”



Welcome to The Queen Mary Hotel what a fascinating historical hotel to be having our 61st Annual Conference.

Our workshops will include CalPers: Get the latest information about your retirement; GoogleDocs.com: a new way to share files and forms; Crime Stop U.S.A.: updates on safety issues in our day to day life; and Alcoholic Energy Drinks and New Tobacco Products: update on the latest fads.

NAEOP President, Kathy Lech, CEOE will be presenting her “Are There Sacred Cows in Your Pasture?” Things that keep us from experiencing change! Also, NAEOP Past President, Pam Posey, CEOE, will be presenting her “Marching to the Beat of a Different Drummer” Music is the universal language.

Keynote Speaker, Ms. Kelly Koviacic, California Teacher of the Year

Tours of the Queen Mary available on your own.

If you need any additional information please contact Kathy Ramos, CEOE, Conference Chair, email karamos@kern.org or phone 661.636.4254 or cell phone 661.332.1217.

California Association of Educational Office Professionals

61st Annual Conference * March 4- 5, 2011

The Queen Mary Hotel

1126 Queen’s Highway

Long Beach, California

Hotel Reservations 877.342.0742

*National
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(NAEOP)*

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NAEOP MISSION STATEMENT

The mission of the National Association of Educational Office Professionals, the only national professional association for educational office personnel, is to provide professional growth opportunities, leadership and service for employees in education through a specifically-designed certification program, quality training, a network for sharing information and ideas, recognition of achievements and fellowship.

THANKSGIVING DELIGHTS

On Thanksgiving Day we're thankful for
Our blessings all year through
For family we dearly love,
For good friends, old and new.

For sun to light and warm our days,
For stars that glow at night,
For trees of green and skies of blue,
And puffy clouds of white.

We're grateful for our eyes that see
The beauty all around
For arms to hug, and legs to walk,
And ears to hear each sound.

The list of all we're grateful for
Would fill a great big book;
Our thankful hearts find new delights
Everywhere we look!



By Joanna Fuchs