

# IAAP NEWSLETTER



November 16, 2007  
Edition

## *Tips for Clearer Writing*

Mary Bohlen, Associate Professor, Communications Department at University of Illinois at Springfield



Our October meeting speaker came to us from the University of Illinois at Springfield. Mary Painter Bohlen is an associate professor of communications and chair of the Communication Department at the university, where she has taught news and feature writing, editing and media effects for 24 years. She also has taught courses in public relations, public affairs reporting and interviewing.

Before joining the UIS faculty, Mary worked as the director of public relations for a college in Massachusetts, as a Statehouse reporter for United Press International in Springfield and as an assistant press secretary for the Illinois Senate Democrats. She does free-lance writing and editing and has served as a writing coach, instructor, media consultant and judge for various organizations.



Mary began her presentation by handing out a sheet of her eighteen tips for clearer writing. She discussed each tip in detail and included examples of what to do and not to do when trying to make your point. She began with the number one rule, don't mumble. It is always best to get right to the point. Mary stated it is easy to lose your reader when using drawn out sentences filled with too many facts.

After getting your point across, it is important to make your writing vigorous, direct and personal. Remembering the feelings of the reader is important. If a piece of writing leads a reader astray, it is unlikely they will retain what

they read.

Another tip from Mary is to write simply and naturally—the way you talk. If you write with complicated words and phrases, then the reader may become confused and frustrated. Choosing the right words makes the piece meaningful to the reader

Finally, keep your audience, purpose and intended tone in mind. Always remember your reader. A piece intended for the general public must be uncluttered and uncomplicated.

Remembering these simple tips will help you make your point clearly, concisely and with great impact.

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### Special points of interest:

- Achieve clearer writing skills
- Anniversaries and Birthdays
- Minutes from last meeting
- Learn more about Carrie from Clark Co.
- Use these tips to clearer writings
- Don't miss your chance to win big!!!

### *Birthdays This Quarter*

Nov 1	Judy Wilson
Nov 6	Laura Snowden
Nov 16	Cindy Moon
Dec 8	Judy Meislahn
Dec 10	Colleen Bogner

### *Other Important Dates*

Nov 22	Thanksgiving
Dec 4	Hanukkah begins
Dec 4-5	Winter Training
Dec 7	Pearl Harbor Day
Dec 25	Christmas
Dec 26	Kwanzaa begins
Dec 31	New Year's Eve

### HAPPY ANNIVERSARY

#### NOVEMBER:

Betty Buckert	6 years
Kathy Stich	2 years

#### JANUARY:

Susan Scott	6 years
Emily Gillmore	1 year
Teija Smithers	1 year



## **Reasons to Join IAAP**

- ⇒ **Local and international network of colleagues, trainers, experts and managers**
- ⇒ **Personal and professional development resources**
- ⇒ **Professional certification opportunities offered**
- ⇒ **Exposure to other professionals outside your company to help expand your interpersonal skills and comfort levels**
- ⇒ **Leadership opportunities through participation in chapter activities**
- ⇒ **Access to information on the latest trends and research for the profession**
- ⇒ **Supports the concept of excellence and continuous improvement**
- ⇒ **Free subscription to Office Pro magazine and various newsletters from IAAP**
- ⇒ **Contact any current member of IAAP or go to our website listed above!!!!**

*(borrowed from IAAP website)*



# President's Corner

Bonnie Schone  
Scott County SWCD  
656 N. Main Street  
Winchester, IL 62694



The October meeting of the SWCD Chapter of IAAP was attended by twenty three members and three guests. Three new members received their pins, with two members receiving IL Division President paint palette pins in appreciation for their recruiting efforts. We now have a total of 31 members.

The group activity focused on grammar and writing skills with an emphasis on the importance of these skills in the administrative field. One avenue for improving vocabulary skills, which go hand in hand with grammar and writing skills, is subscribing to the "Word of the Day" from dictionary.com. Each morning a new word is sent via e-mail to the subscriber. The pronunciation, meaning, where it is derived, and how it is used in a sentence is listed and is an easy way to continuously learn new words.

Winter training was discussed, with our Chapter agreeing to co-sponsor the general session on *Professionalism in the Office*. The speaker will be Susan Griffin, Assistant Director of the Southern Region Education Center of Lincoln Land Community College. This is an excellent opportunity to promote our Chapter and gain the admiration of our peers. The basket raffle will serve as our Chapter's fundraiser at Winter Training. Members attending the October meeting contributed to each basket. Raffle tickets have been sent to each chapter member to begin selling. A table will be set up at Winter Training for sale of ticket chances, along with promotional materials for our Chapter.

The afternoon session was on *Computer Security at Home*, given by Brad Schone, Financial/IT Examiner with the Missouri Division of Credit Unions. The powerpoint presentation used in the session may be viewed on our website under meet-

ing information. Thank you to Debbie Holsapple for the idea of making it available to everyone who visits our site.

I welcome your ideas and suggestions on the meeting. Your officers are aware that the room set-up made it difficult for attendees in the back of the room to hear well. We intend to set it up differently next time, possibly in a circle formation so everyone has a "front seat". Thank you to all who attended. I certainly hope you found it beneficial and worthy of your time.

...Bonnie

## IAAP Mission, Objectives, Purpose, Vision and Core Values

- The IAAP **mission** is to be the acknowledged, recognized leader of administrative professionals and to enhance their individual and collective value, image, competence, and influence.
- IAAP's **purpose** is to provide information, education, and training and to set standards of excellence recognized by the business community on a global perspective.
- IAAP's **objectives** are to elevate the standards of all administrative professionals and to promote their working relationships with management through continuing education, authorized programs, and publications.
- IAAP's **vision** is to inspire and equip all administrative professionals to attain excellence.



# International Association of Administrative Professionals®



**Chapter Number: 102365**

**Chapter Name: Illinois SWCD**

**Division No.: 102000**

**Minutes**

**Business Meeting**

**October 17, 2007**

## **Members Present:**

Colleen Bogner, Jill Brammeier, Jane Brangenberg, Wendy Brokaw, Melissa Cauble, Sue Davis, Vicki Gregg, Dana Hargrave, Carrie Hattan, Debbie Holsapple, Sheila Lane, Beth Leamon, Sharon Matson, Rita May, Brenda McMillan, Judy Meislahn, Cindy Moon, Phyllis Muse, Donna Roads, Anne Rollins, Bonnie Schone, Susan Scott, Karla Shaffner, Teija Smithers, Denise Willenborg, Judy Wilson

## **Members Absent:**

Dee Agans, Deb Baker, Betty Buckert, Emily Gilmore, Norma Kuethe, Holly McIlrath, Karen Sanders, Laura Snowden, and Kathy Stich

## **Guests:**

Tammy Houzenga

## **IAAP - Business Meeting**

**October 17, 2007**

President Bonnie Schone called the meeting to order at 10:15 a.m. The Pledge of Allegiance was recited. Roll call was taken and a quorum was present. Bonnie welcomed guest, Tammy Houzenga, AC from Whiteside County SWCD, to the meeting.

The Group Activity was conducted by Debbie Holsapple. Debbie presented a powerpoint on Professional Certification. She outlined the steps to attaining the CPS/CAP rating and the valuable learning experience gained by studying and taking the exam. Application materials and the Metcalf study CD are available to all members.

## **Old Business:**

Minutes of the July chapter meeting were reviewed. Anne Rollins made a motion to accept the minutes. Jill Brammeier seconded the motion. All were in favor. **Motion carried.**

The Treasurer's financial statement for July 1, 2007 through September 30, 2007 was summarized by Sue Davis. Brenda McMillan made a motion to accept the financial statement. Judy Wilson seconded the motion. All were in favor. **Motion carried.**

## New Business:

### Committee Reports:

- By-Laws – Brenda McMillan stated that the Chapter By-Laws are now on the website.

Membership – Referring to the membership map included in meeting folders, it was noted to contact a neighboring county if it was not represented by an IAAP member, and invite her to a meeting.

Debbie Holsapple presented Beth Leamon with her new member pin. Emily Gilmore will receive a pin for recruiting Beth. Dana Hargrave was presented with her new member pin. Denise Willenborg was presented a pin for recruiting Dana. Carrie Hattan was presented with her new member packet and pin. Colleen Bogner was presented a pin for recruiting Carrie. Welcome to our newest members!

Bonnie further noted the membership growth incentives that IAAP is offering: a member who sponsors 5 new members will receive a \$25 gift card; 10 new members, a \$50 gift card; 15 new members, free dues for one year. Our chapter meets the criteria to win \$300 if we can retain all of our members this fiscal year.

- Finance – Report attached. Sue Davis further explained the cookbook fundraiser income and expense report.
- Audit – Nothing to report at this time.
- Program – Bonnie reported that the January meeting will include a program on either credit scores or dressing for success. It was noted that some members would like to have a program on credit scores.
- Public Relations – Carrie Hattan agreed to be focused in Member Spotlight in the upcoming newsletter. Bonnie asked committee chairs to submit a report for the newsletter on what their committee is doing.
- Nominating – Nothing to report at this time.
- Fundraising – At this meeting the members each brought their donated items for the basket raffle at Winter Training.

A motion was made by Anne Rollins, second by Cindy Moon, to have the chapter allocate up to \$25 for each container used to hold the raffle items for each theme. All were in favor. **Motion carried.**

Cookbooks – Debbie Holsapple volunteered to take the remaining cookbooks, design and update the cover, and rebind them.

Historian-Scrapbook – Judy Wilson would like anyone that has any pictures from Summer Conference to forward these pictures to her for the scrapbook. Also, keep this in mind for Winter Training.

Admin Professional Week Observance – Jane Brangenberg mentioned the laptop raffle was being considered.

**ISWCDEA Dues** – A motion was made by Beth Leamon to pay the ISWCDEA dues. Second by Jill Brammeier. All were in favor. **Motion carried.** Note: Add this to the budget for next year.

**Winter Training** – IAAP will be sponsoring two sessions at Winter Training this year. The first session will be Microsoft Publisher, the second Excel. The previous speaker from Summer Conference is unable to instruct these sessions. Since these sessions are crossing over the line of education sessions that LLCC offers, we will be billed \$150.00 for each session. A motion to pay the \$300.00 to LLCC was made by Denise Willenborg, second by Donna Roads. All in favor. **Motion carried.**

*A motion to amend the budget by adding a line item for Summer Conference/Winter Training speaker fees up to \$500.00 was made by Denise Willenborg, second by Donna Roads. All in favor. **Motion carried.***

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*(continued from page 5)*

The members decided not to help in the purchase of food/beverages at Winter Training. With the costs for the sessions, they felt that was enough for the Chapter's contribution.

IAAP Booth - Raffle baskets will be displayed with a list of each item in the basket and its value. Fundraising committee will need to have a large container available for each basket's tickets and a member available to draw the winning tickets at the Employee Breakfast on Wednesday. Membership committee (Debbie Holsapple, Sharon Matson, Rita May and Judy Meislahn) and Fundraising committee (Emily Gilmore, Dana Hargrave, Karla Shaffner and Laura Snowden) are to assist at the IAAP booth at Winter Training. Donna Roads will again donate her display board and Judy Wilson will have the scrapbook available for viewing.

**Good of the Order** – Congratulatory wishes to Sharon Matson for being awarded the Outstanding District Employee Award and to Anne Rollins on her photos winning the "Conservation Division" and "Tree and Plants Division" in the AISWCD Auxiliary Photo contest. Special thanks to Melissa Cauble for sending the last issue of the newsletter out to non-members and explaining the benefits of our chapter to them. Also, thanks to Wendy Brokaw and Anne Rollins for helping with member recruiting efforts by handing out the questionnaire results at their regional meeting, to encourage non members to join.

Door prizes were drawn, with winners being Melissa Cauble, Dana Hargrave, and Anne Rollins. In support of Breast Cancer Awareness Month, the chapter purchased a Breast Cancer Awareness file box from Pendaflex to use as a door prize. Other prizes were donated by Unikeep or purchased from Pendaflex.

Motion to suspend the meeting for lunch made by Anne Rollins, second by Denise Willenborg. **Motion carried.**

LUNCH – On your own.

**Afternoon Program:** Members reconvened at 1:00 p.m. for the afternoon program. This program was given by Mary Bohlen, Associate Professor, Communication Dept., University of Illinois Springfield. Ms. Bohlen presented "18 Tips to Clearer Writing." This program met the criteria for recertification points for certified members.

**Next Meeting:** The next IAAP-IL SWCD Chapter meeting will be held on January 16, 2008 at 10:00 a.m. at the IDOA building in Springfield.

**Adjournment:** Sharon Matson made a motion to adjourn the meeting at 3:00 p.m., Susan Scott seconded the motion. All were in favor. **Motion carried.**

Respectfully submitted,  
Susan Scott,  
IL SWCD Chapter Secretary



# Member's Corner

**Carrie Hattan, Marshall –Putnam SWCD**

Good afternoon all!

My name is Carrie Hattan and I have worked at Marshall-Putnam Soil and Water Conservation District for just over one year now. Previously, I had worked for an Insurance agency.

My husband, Kevin, and I have been married close to 5 years and have one son, 2 year old Jack Russell terrier, Colby. Kevin and I also run our own trucking company, Hattan Transfer Inc. We have 2 drivers and I do the bookkeeping. Kevin sells seed for Golden Harvest. I also help a local auctioneer with real estate auctions. I try not to spend more than I make, which can be difficult.

So as you can imagine we aren't home much. Kevin and I enjoy traveling, mostly in the winter months, when it's warm somewhere else and trucking tends to slow down.

We live in my husband's family farm house outside of Varna, IL and we have enjoyed making it our own over the last several years. I am originally from rural Washington, IL, and it took some getting used to moving out to the boondocks with my Wal-Mart trips having to be planned.

I have enjoyed all the people I have met and look forward to meeting the rest of you.

FOR SALE

***IAAP Cookbooks***  
***Now Only \$5.00***  
***From most IAAP members***



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## 18 Tips for Clear Writing from

Mary Bohlen

1. Don't mumble
2. Make the organization of your writing clear
3. Use short paragraphs, short sentences and short words
4. Make your writing vigorous, direct and personal
5. Avoid vague modifiers
6. Use specific, concrete language
7. Choose the right word
8. Make it perfect
9. Come to the point
10. Write simply and naturally—the way you talk
11. Strike words you don't need
12. Use current standard English
13. Don't write like a lawyer, a bureaucrat or an academic
14. Keep in mind what your reader doesn't know
15. Punctuate carefully
16. Use facts (and numbers with restraint)
17. Write so that you cannot be misunderstood
18. Above all, keep your audience, purpose and intended tone in mind

## When the Cursor Blinks:

### **Don't write this:**

1. accompany
2. consequently
3. remunerate
4. encomium
5. expedite
6. for the purpose of
7. close proximity
8. adjacent to
9. ordinance
10. prior to
11. subsequent to
12. additional
13. designate
14. category
15. therefore
16. sufficient
17. pertaining to
18. remain
19. until such time as
20. identical
21. due to the fact that
22. finalize
23. in the near future
24. in the event that
25. necessitate
26. establish
27. initial
28. currently
29. purchase
30. stated, remarked
31. enumerate
32. verbatim

### **Write this:**

- go with  
so  
pay  
praise  
hasten  
to  
near  
next to  
law  
before  
after  
more  
choose, name  
class, group  
so  
enough  
about  
stay  
until  
same  
due to  
finish  
soon  
if  
cause  
set up  
first  
now  
buy  
said  
count  
word for word



## Don't Miss Your Chance to Win!!!

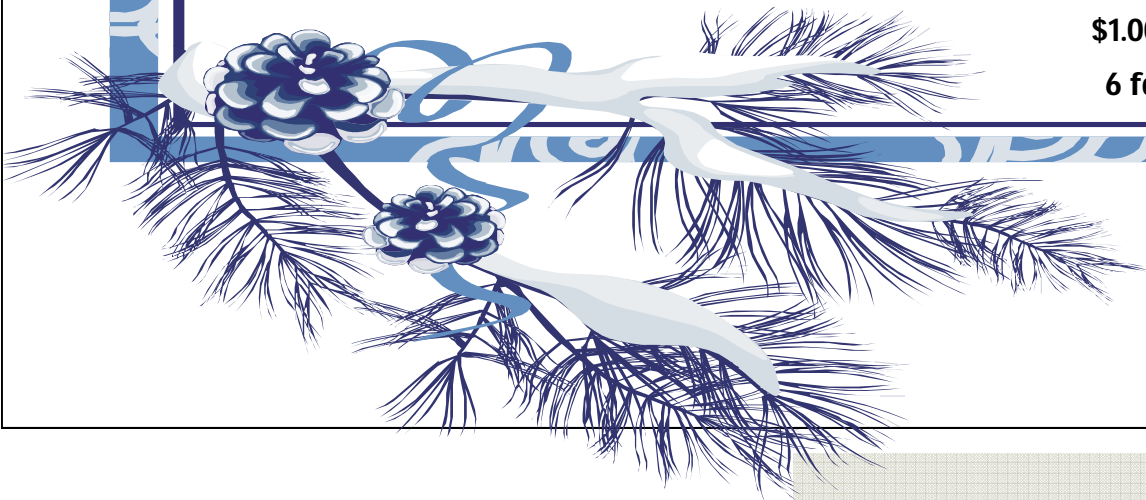
I AAP is once again holding a basket raffle at Winter Training. This was a huge success for us last year, so we're doing it again!

See any current I AAP member for tickets or purchase  
at the Northfield.

Basket options are:

**Handyman, Italian, Family Fun, Poker, and Spa**

\$1.00 Each or  
6 for \$5.00



THANKS TO ALL  
THOSE WHO  
CONTRIBUTED TO OUR  
NEWSLETTER!!

Newsletter Editor—Melissa Cauble,  
217-532-3610, x. 3

Newsletter Web Master—Jill Bram-  
meier, 618-526-7919, x.3

## I.A.A.P. ~ S.W.C.D. OFFICERS

**PRESIDENT:** Bonnie Schone, Scott County SWCD, 656 N. Main St., Winchester, IL 62694, 217/742-3160, Ext. 3 Email-bonnie.schone@il.nacdnet.net

**VICE-PRESIDENT:** Jane Brangenberg, Calhoun County SWCD, P O Box 516, Hardin, IL 62047, 618/576-2717, Ext. 3 Email-jane.brangenberg@il.nacdnet.net

**SECRETARY:** Susan Scott, Jersey County SWCD, 604 E. Franklin, Jerseyville, IL 62052, 618/498-3712, Ext. 3 Email-susan.scott@il.nacdnet.net

**TREASURER:** Sue Davis, Christian County SWCD, 951-2 W. Spresser Street, Taylorville, IL 62568, 217/287-1315, Ext. 3 Email-sue.davis@ctitech.com