

# Flash

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## Predict the Future: Create it!

By Judy Johnson (WA)

It's a crazy, hazy, stressed-out kind of world, according to Scott Friedman. If we can laugh at it, we can survive it.

That was only one lesson Scott taught us during his keynote address during Opening Ceremonies. It's our job to prepare the workforce of today for the work challenges of tomorrow. Our ability to transition is important. Scott asks us to remember that change never ends, that change is not trouble-free. We handle change (and handle our customers with their transitions, too) by our attitude and passion. Using humor, we'll be able to make light of our predicaments in the middle of stressful situations that arise from these transitions.

Time management is one of those situations. To better manage your time, decide three things:

1. What's important?
2. What's important right now?
3. What's not important?

We can choose our experiences to be painful or choose to be playful - what do you choose? Add more play and fun. Create and innovate. Do more planned spontaneity. Add more "humor rituals" to your life. Create a "No Whine Zone" and then if a person whines in that zone, there's a \$2 fine which goes into a fund to pay for food and fun celebrations.

Scott recommends GPS: Go Play Some! Let go of the negative. Activate your GPS. Scott left us with a cheer:

Too much stress: GPS!  
Life's a mess: GPS!  
Budget distress: GPS!

## PEOPLE SEEN

By MeU

And here we go again with still a ways to go!... Lloyd Romans (GA) has been busy with his campaign and worrying about the awards luncheon!... Good Job Lloyd!... Judy Johnson (WA) is busily taking notes on some of the presentations!... we look forward to the articles from the note taking!... Irelene Tucker (GA) has been a joy to work with this year!... Be sure to introduce yourself to Kaori Nakamura (Japan) she is a delightful person!... Make her feel welcome!... Peggy Carrigg (NJ) gave the board members a photo-post card of the 911 monument that was a gift from the Russians!... Thanks Peggy!... Misty Hodges (KY) spent a good bit of Sunday selling flowers and helping the staff of the XO!... Thanks to Mary Ellen Miller for bringing food to the office!... Liz Pruisner (IA) Individual Award of Merit recipient in 2001 is here with her family and looking ahead to a leisurely trip

back to Des Moines!!... Rich Vincent (SD) is reported to have received "fourplay" on Friday night!!... It was also reported that he named his dog after retiree chair Duke Goodell (SD)!... So, is the dog named Duke or is it "Good—dog"?... Inquiring minds want to know!!... James Thomas, new CA Prez is known as "Black Thunder"!... Duke Goodell (SD) is also known as the Trailblazer and he has the scars to prove it!!... Marilyn Huntley (SD) is in charge of the retirees lounge and doing a great job of it!!... Our best wishes are with George Strait and Chris Crawford... we expect too see you back next year!!... Thanks go to Fred Dieken (SD) for his services as Copier rescueperson!!... Joan Byrnes is going to wear a path into the carpet going between the various Salons to make sure all runs well in the workshops!!... Bonnie Zachman (SD) was sighted assisting at the registration desk!!... Good job!!... There are just too many things going on—it is just too tough to keep up, and remind oneself that ya can't do it all!!... Prioritization Training!!... That's a 30 today.

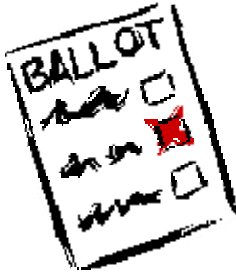
## FOOD AND FACES

Following a picnic in the shelter house with food prepared by culinary arts students from the local Job Corps Center. (the food was quite good) we boarded the ever-popular Stagecoach West buses for the short ride to Mount Rushmore and a rendezvous with the great stone faces on the mountain. The trip was complete with commentary from the driver as to the formation of the Black Hills to carving the faces on the hill.

It was an awesome experience and suspect it will always be awesome even with repeat visits in years to come. The famous National Memorial is impressive from the time we disembarked from the buses, it is clean and well maintained, and the walk to the amphitheatre through the array of state flags on the pillars had people wandering from side to side looking for their state. There were shopping opportunities with a gift shop, a bookstore and people walking on a trail at the foot of the mountain looked like insects when compared to the size of the arena.

We were told to dress warmly since it can get cold up on the mountain. Most of the group took that advice to heart, because it did get chilly after the sun disappeared behind the mountain. On a lighter note Freddi Hyman (FL) was prepared for any emergency; she had a bag that contained her jacket, a roll of TP, a washcloth, and her camera. The lighting ceremony was impressive and it was a moving sight to look at those faces after they were illuminated. The program closed with the lowering of the flag with the assistance of past and present military personnel and a troop of visiting boy scouts. We got back to the hotel with very little difficulty, no casualties, and very few instances of members missing the return buses.

# LAST CHANCE!!



5:00 P.M. is the cutoff for casting a vote for your candidate of choice. Ballots are at the Executive Office Annex in the hallway outside the Dakota Ballroom.

In the event you do not know your membership number, Executive Office Staff will locate it for you.

## KUDOS TO YOU

We gathered in the St. Croix room of the Civic Center for a Luncheon to honor our achievements of the past year. The program included a greeting from the Mayor of Rapid City followed by the invocation by Richard Eskridge (GA).

The IAWP Idol contest followed with 4 participants doing Karaoke renditions. While the votes (cash) were being tallied and the meal was being eaten. Jeff Hunter (OR) rapped his way to the top and the money collected will be used to help South Dakota with some of the Conference costs.

International President, George Faithful presented his discretionary awards to those who helped him through the year. He honored Irelene Tucker (GA), Daniel Hays (DC), and Duke Goodell (SD).

Awards were presented for Membership, International Development, Specialized Customer Services, Services to Veterans, Unemployment Insurance Services, Retiree of the Year, Legislative and Public Policy, Communications, Professional Practices, and Education.

Bob Babcock (NC) received the Lifetime Achievement Award in recognition of his dedication and service to the Association for over 50 years.

Congratulations to everyone who sent in nominations. You made the judging interesting and fun.

## YOUR FLASHERS

Editor - Harley Schmydlapp (IN); Publisher - Kerry Coughlin (OH); Reporters - Ben Takesh'ta (CA), Juanita Harbort (WI), Ann Marie Seifert (MN), The M&M's, Judy Johnson (WA); Technical Support - Jenny Yarian-ScalPELLI (IN), Todd Kolden (SD), Fred Dieken (SD); Copy Facilitator - Mary K. Krisman (OH); Gofer - Mary Ellen Miller (OH); Guest Tipster - Linda Hubbard (KS); Photographer - Sheryl Longworth (CA)

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## Connecting with Customers: Scott Friedman

By Judy Johnson (WA)

Scott Friedman connected with his customers when he held the attention of a standing room only crowd on Monday morning by demonstrating tools and techniques for engaging our customers.

When you talk about a good customer service experience, even telling the story again makes you feel good. Part of that is a mental picture of what the service represents. You can create that picture for your customer with a "brand".

Your company "brand" stands for what makes you unique. You can create awareness and favor for your service or program through your "brand". Scott suggests writing a "brand" promise; three words that describe what you promise and/or what you stand for. It can be a description of your vision or mission.

Then create a personal "brand". Make it consistent and congruent with your company brand. For example, when they say, "She/He's so...", what would the descriptor be? This is your reputation! Live your brand and the brand of your organization.

Now that you know your brand, how do you create the perfect world for your coworkers and your customers? With humor! By honoring others! When you celebrate differences! Trust flourishes in an environment with laughter and joy. When you honor one another and accept each other's differences, the perfect world emerges.

Ask yourself these four questions every morning:

1. What do I have to be grateful for today? (Focus on what works in your life)
2. What difference can I make for someone today? (That should be easy in our line of work)
3. How can I challenge myself today? (How can I keep it fresh? Innovate? Educate? Network?)
4. What great thing is going to happen to me today? (Everything is a gift; look for good things to happen)

Then sing in the shower. Take responsibility for your part in the culture. Share ideas with others. Remember to laugh. These tools will help you succeed in connecting with customers.

