Celebrating 25 Years of Training Excellence

APC PREVIEW

The Premier Training Event for Administrative Professionals & Executive Assistants

September 17 - 20, 2017 | The Venetian Las Vegas | Las Vegas, NV

85+
Empowering Learning Opportunities!
How Will You Choose?

Inspiring Keynotes
Attendees Will Be Raving About!
Page 7

Win!
A 2017 Conference Pass!
APCevent.com/scavenger-hunt

Getting PACE Certified Pays Off.
Page 6

SAVE UP TO $660
with the Value Pass
Get the Conference and Workshops plus a free book for best savings!
APCevent.com

GOLD SPONSORS:
Let’s Celebrate 25 Years of Advancement!

This year we celebrate the 25th anniversary of the Administrative Professionals Conference. This is exciting, not just because it’s a significant milestone, but also because of the progress we have made together advancing our profession, as roles have evolved. Today’s assistants are taking control of their careers and making wide-ranging and invaluable contributions to their organizations’ success.

With a nod to our legacy and our eyes on the future, we invite YOU to become inspired and empowered at the APC this September, to take your career – and the profession – to the next level.

Recognized as the event where corporate America sends its assistants to learn, network, and engage, no other event provides the all-inclusive, value-packed experience of the APC and EA Summit. Within these pages, you will see more than 85+ learning, networking, and engagement opportunities.

Here is a sample of what we have planned:

- **Engage!** Active Learning Sessions
- **Exclusive Interview** with a special guest
- **Global perspectives** from international speakers
- **Peer training** led by accomplished assistants
- An expanded Executive Assistants’ Summit
- Pre-event PACE Certification
- An exciting Conference venue
- And so much more!

You won’t want to miss this special anniversary-year event! I hope to meet you this September at the APC as we continue our amazing professional journey!

Judy Geller
APC Event Director and Conference Chair
Executive Director, American Society of Administrative Professionals

Don’t Delay!
Book your accommodations!
See page 30 for details.
From the Director

Get Exactly the Training You Need!

First time attending?
Get a head start by connecting with other first-timers through the APC Mobile App.
Enlarge your network and get useful tips at the Conference Orientation.
Return to work motivated, refreshed and smarter because of the full APC experience!

Returning to the APC?
Find loads of new programs based on your feedback, including sessions conducted by peers.
Choose from advanced sessions that follow up on past years’ learning.

A MESSAGE TO MANAGERS

Today’s Administrative Professionals must be multi-skilled, versatile, and able to adapt to new roles and greater responsibilities. Invest in their success and make sure they remain among your organizations’ most vital assets. The APC provides the training they need to increase their productivity, upgrade their skills, and ultimately reduce turnover, foster enthusiasm, and ensure their long-term success.

Sending them to the APC will benefit you, your admins, and your company by:
• Upgrading current skills and mastering the new ones
• Motivating them to set higher goals and achieve exceptional results
• Helping them take initiative, anticipate needs, and develop a strong admin/manager partnership
• Inspiring superior performance
• Teaching leadership and influence in the workplace
• Empowering them, instilling confidence, and encouraging a can-do attitude
• Heightening creative and analytical skills to generate better decisions
• Increasing their ability to collaborate up, down, and across the organization
• Exposing them to an outstanding peer network
• Increasing credibility, recognition, and visibility
• Encouraging them to share what they’ve learned when they return to the office

Your admins will return refreshed, motivated, energized, and feeling valued by you and their organization.

Win!

Enter to Win a 2017 Conference Pass!

Join the APC Scavenger Hunt for a chance to win a Conference Pass! Just read this APC Preview and answer the questions at APCevent.com/scavenger-hunt by June 30, 2017, to be entered to win!
(Offer is available to new registrations only.)
Confessions of a Hollywood Assistant
Ilene Waterstone, Assistant to Steve Martin (yes, “that” Steve Martin)
Like corporate assistants, Hollywood assistants book complex travel, coordinate hectic schedules, act as gatekeepers, and work to build a strong partnership with their bosses. Hollywood assistants’ work may look more glamorous and exciting but is challenging in different ways. Ilene Waterstone, Steve Martin’s Assistant of 30 years and former Assistant to Carrie Fisher, dishes on the perks and the demands and shares how she keeps one of Hollywood’s busiest performers at the top of his game. Ilene’s interview will be followed by a Q&A, so bring your questions.

Gladiator Olympics: Team Building, Problem Solving, Competition, and Fun!
Tyler Hayden, Personal Development and Team Building Expert and Author
Healthy competition is a phenomenal way to explore skills in accepting challenges, managing relationships, designing competitive strategies, and reaching goals. Your objective is to have fun while working as a team to improve your problem-solving skills and your understanding of different work styles while competing in some healthy rivalry with your peers. You won’t believe your eyes when you see what teams will do to win this event!

Push the Envelope! Get Cozy Outside Your Comfort Zone
Lee Silber, Author, Trainer Consultant, Practitioner of Big Ideas
Sometimes we stick with the familiar (even if it’s not working) because we fear failure, loss, or embarrassment. This interactive session is designed to help us rethink how we do things, get out of our routines, and become more confident and comfortable with change. We’ll take a series of small steps outside our comfort zones to learn what we’re capable of. Take the chance to do things (fun things!) you normally wouldn’t — in a safe environment. Together we will confront discomfort, laugh things off, rebound, get more comfortable with risk and set goals a little outside our comfort zones.

Choose one of these energetic, participatory, and revealing sessions that will get both body and brain engaged.

As a first time attendee, I was overwhelmed with the amount of information and energy that I gathered at this event. I absolutely can’t wait to go next year!

Carina Hrdina, Administrative Assistant, PACE Missouri State Teachers Association, Columbia, MO
Tools for Gracefully Dealing with Miscommunication and Disrespect

Sandy Geroux, CEO, WOWplace International, LLC

How should you respond when you feel you are being disrespected, insulted, or verbally attacked? The way you handle yourself under duress says a lot about your emotional intelligence, communication skills, and confidence. It can affect your confidence, ability to lead, and your career advancement. It’s important to know whether your perception is correct or primarily a case of miscommunication, and it can be hard to harness your emotions and choose the most effective way to respond. This scenario-based session with guided conversations, role-playing, and active learning lets you practice mastering your responses in difficult situations.

Celebrating Ourselves: Boosting Resilience and Beating Burnout

R. Scott Boots, MPA, Founder and Director, The Health Cares Exchange Initiative, Inc.

Because we have a supportive and giving role, administrative professionals face many of the same stressors and pressure that caregivers do. This stress is often harmful to both the organization and the individual, resulting in lost productivity, decreased performance and job dissatisfaction. Many of us need to be reminded to take care of ourselves as well as others. We’ll focus on setting healthy boundaries and responding to stress in healthy ways. Practice quick “self-preservation” responses and exercises you can do at work (and at home) to cultivate your resilience, increase mindfulness and reduce stress.

The Interview You’ve Been Waiting For . . .

Is there any Administrative Professional position higher than Executive Assistant to a President of the United States?

Monday, September 18, 2017 | 3:45 pm - 5:00 pm

Peggy Grande, Author of “The President Will See You Now: My Stories and Lessons from Ronald Reagan's Final Years” and Former Executive Assistant to President Ronald Reagan

Lucy Brazier, CEO, Marcham Publishing & Publisher, Executive Secretary Magazine

Discretion, confidentiality, diplomacy, professional commitment, and personal rapport are essential to be an assistant to the President! In this interview, Peggy will share stories of the incredibly close working relationship she enjoyed with President Ronald Reagan during her 10 years as his post-presidency Executive Assistant. She’ll discuss the challenges they overcame together; share important lessons required to navigate one's career with confidence, excellence, and leadership; and give an inside look into the life of a President when he became a not-so-simple private citizen again. Plus, you’ll have time for Q&A!
Get Certified at the APC!

Pre-conference PACE Certification Review and (optional) Exam

Saturday, September 16, 2017 | 8:00 am - 5:00 pm

Research shows that professional certifications result in higher salaries, greater job security and upward mobility. Make the most of your time at the APC without missing a minute of it! Enroll to obtain your PACE Certification. Study on your own prior to attending the Conference using the materials we will send with your enrollment, then attend this instructor-led, LIVE review of the four Proficiency Modules. Take the exam immediately following the class (on paper or bring your laptop) OR when you return to work. The merits of certification are HUGE and will give you a critical edge in your profession.

To enroll for the PACE Review and Exam on-site, choose the “Add PACE Certification“ option when you register for the Conference. (Separate registration and fee are required.)

Learn more at www.apcevent.com/pace/

“Adding the PACE letters after my name will boost my credibility and respect factor – not to mention the career opportunities it can help open.

Sarah Beattie, PACE, Executive Administrator, Lee Financial, Dallas, Texas”

“I have found the time and money invested in a PACE certification is well worth it. I recommend this program to all the admins in my company – and elsewhere.

Veronica Ingram, PACE, Executive Assistant to the CEO/Board Alliance Behavioral Healthcare, Durham, North Carolina”
KEYNOTES TO EMPOWER!

Premier Keynote
Allison Massari
Inspirational TED Speaker, Entrepreneur, Executive Coach, and Artist, named one of the “Best Keynote Speakers” by Meetings & Conventions Magazine
“The Fire Within: Burn Bright and Blaze Your Trail”
Allison is the survivor of two life-threatening car accidents, suffering severe second- and third-degree burns on over 50% of her body. Not only has she trekked to the extremes of human endurance, she is also a fiery voice for the potent power of resolute kindness and blazing perseverance.
Through the power of her storytelling, Allison reveals her personal journey from absolute loss to forgiveness and understanding and, finally, to success and a life beyond anything she could have imagined. She will take you on a moving voyage (weaving in humor, empathy, and potent life lessons) to teach you how to find peace, purpose, happiness, and the tools you need to rise above any obstacle.

Tyler Hayden
Author and Team Building Expert
“Livin’ Life Large: Simple Actions to Create Success”
Based on Tyler’s bestselling book, Livin’ Life Large: Simple Actions to Create Success, this keynote will have you rolling in the aisles with laughter but also arm you with simple changes that you can make to create a balanced lifestyle. In doing so, you will be able to effectively and efficiently balance the rigours that work and life throw your way. Join us for an impactful, hilarious, high-energy talk to help you create satisfaction by living “every single moment of every single day.”

Carla Harris
Vice Chairman, Wealth Management, Managing Director and Senior Client Advisor at Morgan Stanley and Author
“Expect to Win: Show Up With Your Best Self Every Day”
Carla knows a thing or two about winning. She’s climbed the corporate ladder at Morgan Stanley, written several books, and released multiple gospel albums. She heartily believes that “we are blessed so that we can be a blessing to someone else,” and practices that every day!
Join Carla as she shares the pearls of wisdom she’s honed from her own experience. She will show you how to maximize your success in the seat you’re in or in the seat you aspire to sit in. She will discuss the importance and power of perception in the workplace, the key relationships that you need to succeed, and the power of authenticity and its place in great leadership.

Vinh Giang
Entrepreneur and Magician
“The Power of Perspective: Success through Collaboration”
When we fall into a situation with a problem we can’t solve, it feels impossible. Seeking insight from others with different perspectives can make a solution quickly appear. Vinh uses the art of magic — a problem that the general public doesn’t have the solution to — to take you on an exploration of several performances. He invites you to collaborate, share your perspective, and discover the solutions to how they were done. Vinh affirms how you can collaborate with others and incorporate their different perspectives to become the problem-solving mastermind of your career and life!
<table>
<thead>
<tr>
<th>Track 1: Adapt to Change and Shifting Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M1</strong> Coping with Change at Work: Embrace Positive &amp; Productive Transformation</td>
</tr>
<tr>
<td><strong>M2</strong> Thinking Like a Project Manager</td>
</tr>
<tr>
<td><strong>T3</strong> The Art of Alignment in the Midst of Change</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track 2: Leverage Connections, Communication, and Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M3</strong> Connecting Across Differences</td>
</tr>
<tr>
<td><strong>M4</strong> Communicate and Collaborate with Emotional Intelligence</td>
</tr>
<tr>
<td><strong>M5</strong> Manage Difficult Conversations with Credibility and Discretion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track 3: Develop Skills to Meet New Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M6</strong> Grammar and Usage Update for Super-Busy Admins</td>
</tr>
<tr>
<td><strong>M7</strong> Modern Minute-Taking for Admins and Assistants</td>
</tr>
<tr>
<td><strong>M8</strong> 4 Habits of Empowered Women Leaders</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track 4: Keep Up with Tech: Tools, Tips, and Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M10</strong> 10 Top Game-Changing Apps for 2017 – Back by Popular Demand!</td>
</tr>
<tr>
<td><strong>M11</strong> Discover OneNote for Power Users (Hands-on, limited seating)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track 5: Thrive Personally and Professionally 24/7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M12</strong> Empowerment: It’s Your Time</td>
</tr>
<tr>
<td><strong>M13</strong> The Senior Admin as Leader, Advisor, and Mentor</td>
</tr>
<tr>
<td><strong>M14</strong> Tough Talk For Admins</td>
</tr>
</tbody>
</table>

* Sessions with an asterisk before the title indicate a 75-minute session; all other sessions are 90 minutes.

* Sessions with this symbol are designed for admins looking for advanced content or advanced topics. All APC sessions are developed to provide solid training content for experienced administrative professionals.

* Sessions with this symbol are Peer Presentations. Experienced admins and assistants have created these powerful sessions based on their expertise in the field.
Conference at a Glance

Saturday, September 16
8:00 am – 5:00 pm PAC Certification Prep Course and (optional) Exam (Separate registration and fee)
2:00 pm – 6:00 pm Conference Registration/Customer Service Desk Open

Sunday, September 17
7:00 am – 6:00 pm Conference Registration/Customer Service Desk Open
8:30 am – 3:30 pm Full-Day Workshops*
8:30 am – 11:30 am Half-Day Workshops*
11:30 am – 12:30 pm Lunch**
12:30 pm – 3:30 pm Half-Day Workshops*
2:00 pm – 5:00 pm Premier of Exhibits at APC
4:00 pm – 4:45 pm Conference Orientation & Networking for Solo and First-Time Attendees
5:00 pm – 6:00 pm Conference Kick-off and Keynote: Tyler Hayden
6:00 pm – 6:30 pm Keynote Book Signing
6:00 pm – 8:00 pm Welcome Reception & Exhibits at APC
* Please note that breakfast is not provided on Sunday for APC Workshops attendees.
** Lunch is provided on Sunday for full-day (or two consecutive half-day) Workshop attendees only.

Monday, September 18
6:30 am – 7:30 am Morning Yoga
7:00 am – 4:30 pm Conference Registration/Customer Service Desk Open
7:00 am – 8:15 am Exhibits at APC/Continental Breakfast
7:30 am – 8:00 am Solution Provider Session: Pollin Group
8:30 am – 10:00 am ASAP’s 3rd Annual Eureka! Award and Premier Keynote: Allison Massari
10:00 am – 10:30 am Keynote Book Signing
10:00 am – 10:45 am Beverage Break/Exhibits at APC
10:30 am – 12:00 pm Morning Concurrent Sessions (Note: Some sessions end at 11:45 am)
11:45 am – 1:15 pm Buffet Lunch
1:30 pm – 3:00 pm Afternoon Concurrent Sessions (Some sessions end at 2:45 pm)
3:00 pm – 3:30 pm Refreshment Break
3:30 pm – 4:45 pm Engage! Active Learning Sessions
7:00 pm – 10:00 pm Closed Keynote: Vinh Giang
2:00 pm – 5:00 pm Premier of Exhibits at APC
4:00 pm – 4:45 pm Conference Orientation & Networking for Solo and First-Time Attendees
5:00 pm – 6:00 pm Conference Kick-off and Keynote: Tyler Hayden
6:00 pm – 6:30 pm Keynote Book Signing
6:00 pm – 8:00 pm Welcome Reception & Exhibits at APC
* Please note that breakfast is not provided on Sunday for APC Workshops attendees.
** Lunch is provided on Sunday for full-day (or two consecutive half-day) Workshop attendees only.

Tuesday, September 19
6:30 am – 7:30 am Morning Yoga
7:00 am – 5:00 pm Conference Registration/Customer Service Desk Open
7:30 am – 8:45 am Continental Breakfast
9:00 am – 10:00 am Keynote: Carla Harris
10:00 am – 10:30 am Keynote Book Signing & Beverage Break
10:30 am – 12:00 pm Morning Concurrent Sessions (Note: Some sessions end at 11:45 am)
11:45 am – 1:15 pm Buffet Lunch
1:30 pm – 3:00 pm Afternoon Concurrent Sessions (Some sessions end at 2:45 pm)
3:00 pm – 3:30 pm Refreshment Break
3:30 pm – 4:45 pm Engage! Active Learning Sessions
7:00 pm – 10:00 pm Tuesday Night Party (Dinner included)

Wednesday, September 20
8:00 am – 1:00 pm Conference Registration/Customer Service Desk Open
7:45 am – 8:45 am Continental Breakfast
9:00 am – 10:30 am Morning Concurrent Sessions
10:30 am – 11:00 am Beverage Break
11:00 am – 12:15 pm Keynote: Vinh Giang
12:15 pm – 1:00 pm Lunch**
12:15 pm – 1:00 pm Lunch**
1:00 pm – 4:00 pm Half-Day Workshops*
* The APC Value Pass includes access to up to three Workshops.
** Lunch is provided on Wednesday for Workshop attendees only.

Note: The Executive Assistants’ Summit program differs from the APC program. See pages 26-29 or visit www.apcevent.com/summit.
For the full schedule of events, workshops and sessions, visit APCEvent.com/apc-at-a-glance

Register with the VALUE PASS for the best savings! (See page 31)

Free Wireless in the meeting rooms
Monday Night Out: High-Roller Ride and Dining Experience
Monday, September 18 | 6:00 pm
Walk over to the High Roller Observation Wheel for a breathtaking ride, then make your way to one of 3 dining experiences just steps away on the LINQ Promenade.
Cost: $105.00 per person*
Registration Deadline: September 1, 2017
How to register: Select during online registration or contact Customer Service at registration@apcevent.com.
*Fee Includes: High Roller ride and custom menu dinner – appetizer, entree, dessert and beverage, tax and gratuity.

Conference Orientation
Sunday, September 17 | 4:00 pm – 4:45 pm
For solo and first-time attendees
Are you new to the APC or attending on your own? This orientation is where you will meet and network with colleagues who are also traveling alone or attending for the first time. We will show you how to maximize your APC experience while you have fun and meet your peers.

Welcome to Vegas Reception & Exhibits at APC
Sunday, September 17 | 6:00 pm – 8:00 pm
We have all kinds of fun in store for you while you engage with our APC Sponsors and Exhibitors and socialize with your peers. Plus, lots of great prizes raffled!

Morning Yoga
Monday, September 19 and Tuesday, September 20
6:30 am – 7:30 am
Shake off the weariness of travel and energize yourself for a day of spectacular training with morning yoga! Strengthen, stretch, and reduce stress with techniques for all levels – no experience necessary!

Meet and Mingle Meals
In addition to our Welcome Reception and Tuesday Night Party, enjoy continental breakfast on Monday, Tuesday, and Wednesday, and a buffet lunch on Monday and Tuesday. Make the most of this opportunity to network, share ideas, visit the Exhibits at APC and the APC Bookstore.

Win!
Enter to Win a 2017 Conference Pass!
APCevent.com/scavenger-hunt
Tuesday Night Silver Anniversary Party: Cheers to 25 Years!

This is it, the big TWO-FIVE! Join us at the Venetian Pool for a night of sparkle and shine. Get your commemorative photo at the kiosk, and promenade in your silver-hued, sparkly attire for a fun evening of dinner, entertainment, and dancing!

10 Ways to Empower Others to Be Their Best Selves

When people feel empowered, they believe in themselves and their ability to control their personal and professional lives. Helping to empower others promotes optimism and a “can-do” spirit that gets things done—faster and better.

Here’s how you can help empower others:

1. Offer people the two most undervalued words in the English language: “thank you.”
2. Give wholeheartedly of your time and attention, without expecting anything in return.
3. Give sincere compliments, whether you’re praising the quality of someone’s work, their help with a project, or even a new outfit.
4. Go out of your way to connect with new colleagues. Make them feel that they are a welcome, valued part of the team.
5. Don’t vie to be the center of attention; share the limelight and group success.
6. Model positive character traits you believe in. Others will take notice and emulate your words and actions.
7. Listen intently. This will encourage the other person to continue to share their ideas.
8. If you’re in charge of a meeting, let everyone know you value their opinion.
9. Give direct reports autonomy. Let them come up with their own ideas and answers.
10. Act toward others as you would have others act toward you—with kindness, consideration and respect.

Visit the APC Bookstore

Get Keynotes’ and Trainers’ Books for Autographing

At the APC Book Store, you’ll find a perfect selection of books that are most relevant to you and your career. As you browse, take a look at books to help you grow professionally, as well as motivate and inspire you.

Be sure to get a copy of the Keynotes’ and trainers’ books and have them personally autographed onsite!
BEST PRACTICES

Super-Charge Your Self-Empowerment

How we feel about ourselves largely determines how others see us. The more empowered we feel, the better our outlook will be and the more success we’ll attract.

Here are a few terrific tips for empowering yourself:

Each morning, tell yourself you are a strong, deserving, capable person who can accomplish anything.

Take advantage of things you’re good at, whether it’s coordinating a meeting or playing a sport.

Write down both your positive and negative qualities. Work on improving the good ones and eliminating the negatives ones.

Try to stay optimistic. A positive outlook will lift your spirits, help you resolve problems and attract people toward your sunny self.

Stop negative self-talk. “I can’t” is a self-fulfilling prophecy.

Avoid negative people. They’re sure to make you feel second-rate or incompetent.

Sit up straight! Sitting or standing straight, holding your head up and making eye contact projects confidence.

Think about how you can be a better friend or colleague to others.

Take a few minutes a day to disconnect from the things that may be bringing you down. Sit, meditate, take a walk. As you do, choose a goal and visualize yourself achieving it!
EXHIBITS AT APC

Be the Office Hero!

As your roles have evolved, you have more purchasing influence than ever before! You are often the first-line “intelligence-gatherers” to recognize products and solutions to save your company time and money.

Savvy assistants will want to take this opportunity to explore new solutions, products, and services offered by leading companies.

Make connections, pick up samples, win great giveaways, and bring back what you learn!

Gold Sponsors

Bronze Sponsors

Exhibitors (as of April, 2017)

Avery Office Products
4imprint
All Suites Brands by Hilton
Drizly
ezCater

GroundLink
Hammermill
LimoLink
Madison Area Technical College
Master Manufacturing

Medieval Times
Omaha Steaks
OmniCard
Potbelly
The Charter Store
TRE Olive

I enjoyed the various exhibitors and having time set aside to visit their booths.

Melina Luizaga, Administrator
Boston University, Washington, DC

Solution Provider Sessions

Monday, September 18

Discover: Pollin Group Advantage and Exceptional Service
7:30 am – 8:00 am

Our dedicated team of experts has more than 75 years of planning successful cruise meeting and events with clients from multiple industry sectors.

Pollin Group can chart a unique and tailored itinerary to meet your needs and provide the ultimate cruise experience for your organization - with the right amenities, at the perfect destination, and with no up-charge! You can focus on what’s most important to your gathering: Results!

How to Look Like a Superhero in Your Boss’s Eyes
12:30 pm – 1:00 pm

Today’s executive assistants and administrative professionals are being pulled in all directions. With so much to do and so little time, we understand that managing your company’s travel can feel like a chore. Join us to learn how AmTrav can make your life easier by making the way you book travel simple and quick. Impress your boss with how you can save your company money on business travel while proving to them that you can, in fact, do it all.
In-Depth Workshops
Pre-/Post-Conference Workshops

Pre- and Post-Conference Workshops that strengthen your skills and enhance your APC training experience.

**TIP:** Choose the Value Pass registration option, which includes everything in the Conference Pass, plus up to three Pre- and Post-Conference Workshops, and a copy of *Thrive* by Arianna Huffington. Workshop selection is available online now.

**Pre-Conference Workshops**
**Sunday, September 17, 2017**

**Full-Day Workshops 8:30 am – 3:30 pm**

**W1 - The Highly Effective Administrative Leader**
*Sandy Geroux, CEO*  
**WOWplace International, LLC**

To develop as a leader, you must focus on three major factors: communication, negotiation, and self-awareness. We’ll use role-playing, idea-sharing, and interactive exercises to navigate the challenging responsibilities of leading individuals and teams, ending with a round of Leadership Bingo™ (a fun leadership self-assessment tool). Learn four communication styles and behaviors to use in any situation; principles of indirect influence for guiding difficult conversations; and how to be more proactive and adaptable when reaching for specific outcomes. Plus, take home a plan to incorporate these skills into your daily activities.

**W2 - Project Management Simplified: Master the Methods and Control the Chaos!**
*Chrissy Scivicque, PCM, ATD, Career Coach and Corporate Trainer, EatYourCareer.com*

As an administrative professional, you likely oversee many projects of varying size and purpose. This workshop provides a road map for project management, real world case studies, and interactive exercises to immediately practice what you’ve learned. We’ll cover the phases of a project and what needs to be done in each, how to plan your project effectively using a clear step-by-step methodology, strategies for managing the other people involved in your projects (even without direct authority), and ways to deal with ever-expanding projects, lack of resources and direction, and other PM obstacles.

**Half-Day Workshops 8:30 am – 11:30 am and repeat 12:30 pm – 3:30 pm**

**W3 - Dynamic Excel: Advanced Tools to Make it Work Harder for You** *(Hands-on, limited seating)*
*Melissa Esquibel, MCT, President*  
**MPELLC**

Excel is a unique program that can do everything from track expenses to serve as the master file for your next project. We’ll walk step-by-step through advanced level tools that will help you save time and be more productive. Explore how Excel can repurpose your initial work for multiple uses and learn about templates, macros, vlookup, and pivot tables that don’t require much ‘care’ throughout the year to give you up-to-date results. We’ll also cover techniques for: named ranges and pivot tables, quick-use data clean-up formulas, REAL templates, 3D references, and linking that doesn’t break.

* Laptops are REQUIRED for this workshop. Please have the Microsoft Office Suite installed on your laptop prior to coming onsite. Excel 2013 or 2016 desktop versions are preferred.

**W4 - Speak With Power: Using Your Words for Positive Results**
*Cassandra Lee, Author, Speaker, Coach*  
**D.I.V.A. of Dialog™**

If you’ve ever found yourself in a “communication breakdown” or found that you weren’t getting the results you wanted, this workshop is for you! Get formulas for sharing your ideas in meetings, handling difficult conversations, and asking for what you want and need more effectively. This interactive experience includes role-play and group work on assertive techniques to help you: be direct without being offensive, use verbal scripts to say “No” and handle conflict, constructively express your ideas in meetings, and project confidence even when you aren’t feeling it.
Post-Conference Workshops

Wednesday, September 20, 2017

Half-Day Workshops  1:00 pm – 4:00 pm

W5 - Proof It: Strategies to Become the Proofreading and Editing Expert

Mandi Stanley, CSP, Author and Trainer
Mandi Stanley Seminars, LLC

Tired of reviewing the same document multiple times and still finding errors? Make your documents and messages flawless with tips and techniques from the “Newspaper Proof” – a fail-safe, three-step approach to proofreading. Discover ways to increase receptivity (with non-inflammatory language and attention to tone) and proofread in distracting office environments. You’ll also learn the differences between editing and proofreading, how to build your “Proofreader’s Power Pack” with indispensable tools and resources, proofreading for quality under a tight deadline, and how to edit for clichés, wasted words, and “smothered verbs” in documentation.

W6 - Automate Your “Office” with No Code Involved (Hands-on, limited seating)

Neil Malek, Founder and Lead Instructor
Knack Training, LLC

Automating admin computer programs is a thing, and your company’s IT staff no longer needs to be brought in for it! Using actions like incoming email, workplace chat, and even social media traffic, you can trigger responses like automated replies, saved and catalogued information, and collaboration. We’ll explore automation in Microsoft Outlook and OneNote, Evernote, Slack, and other common workplace tools. Topics include: creating and using template emails that are available in one click, connecting OneNote with Outlook to automatically save and file information, automating information-gathering and research with Evernote, and connecting your workplace chat in Slack with outside sources.

* Laptops are REQUIRED for this workshop. Please have the Microsoft Office Suite installed on your laptop prior to coming onsite.

W7 - On the Hunt on the Las Vegas Strip: Lessons in Team Development and Leadership (Offsite)

Conducted by Strayboots

This award-winning competitive Scavenger Hunt showcases points of interest on the southern side of the Vegas Strip while providing lessons in how teamwork and leadership develop. Attendees will be grouped into teams and led by a pre-assigned team leader. The Hunt is organized on your mobile device as your team collects points and photos along the way. Your team will be solving riddles, answering questions, and capturing the fun in photos. As you explore the neighborhood, you’ll discover how teams are formed and conflicts are resolved, what roles team members take and the forms leadership takes. And... there are prizes, too!

IMPORTANT NOTE: This workshop covers a lot of territory; miles, in fact. Attendees must wear comfortable shoes and be prepared to be on their feet and moving during the three hours. Participants will meet in the Venetian and then walk to Caesar’s Palace to begin the Hunt.

In the first week back to the office, I have implemented many of the tools I learned at APC and have already seen an improvement in my productivity.

Kevin Butler, Program Analyst/Assistant/Manager/Specialist
National Science Foundation
Empowerment! OWN Your Professional Destiny

The APC’s dozens of learning sessions are organized into five topical categories called TRACKS. The sessions in these tracks will empower you with a combination of advanced skills, fresh knowledge, and deep dives to help you up your game, seek out new opportunities, and thrive! Select any session in any track, to ensure you attend those that best suit your training needs. Session selection is available as soon as you register.

Track 1 Adapt to Change and Shifting Priorities

Sessions in this track will help you cope with pressure and uncertainty, stay productive when priorities shift, manage projects to meet deadlines, stay afloat when work gets overwhelming, remain aligned with your manager and organization, and deal with change effectively.

Monday, September 18
10:45 am & 1:45 pm

M1 – Coping with Change at Work: Embrace Positive & Productive Transformation
Chrissy Scivicque, Career Coach and Corporate Trainer, EatYourCareer.com

Navigating the evolving landscape of work productively is an essential skill for all administrative professionals. Whether changes taking place are within your control or not, you can control your response to them. This session shows you how to turn any change into an opportunity, why we’re hardwired to resist change (and how to manage that effectively), which of the four stages of transition you’re in, and how to see beyond uncertainty. Learn strategies for managing stress, overcoming a “change-averse” mindset, and how to thrive on change by developing the crucial skill of resiliency.

M2 – Thinking Like a Project Manager
Melissa Esquibel, MCT, President MPELLC

Like many admins, you’re known for answering “yes” to any request, but that can leave you juggling dozens of projects ineffectively. Borrowing from a project manager’s book of tricks can help you stay on track, prioritize your work, and communicate progress effectively. Learn project manager vocabulary and terms to help frame your work, how tools you’re already using can track and communicate progress, ways to handle push back from team members and superiors about priorities and deadlines, the critical math of project management, and much more.

Tuesday, September 19
10:30 am & 1:30 pm

T1 – Get Stress Under Control for Better Balance and More Satisfaction
Susan Schoenfeld, President, Sue Schoenfeld and Associates and Consultant, Loeb Consulting Group LLC

Too much stress is one of the most common causes of health problems. It can cause mental distress, which leads to behaviors that interfere with performance and productivity as well as your state of mind. Take control of your stress and protect yourself from the damaging effects! We’ll review causes and warning signs of stress, walk through strategies and exercises to manage stressful situations, tips on how to better balance your life, time management techniques to help deal with stressful situations, and much more.

Sessions with this symbol are designed for admins looking for progressive or advanced topics. All APC sessions provide solid training content for experienced administrative professionals.

Sessions with this symbol are Peer Presentations. Experienced admins and assistants have created these powerful sessions based on their expertise in the field.

* Sessions with an asterisk before the title are 75 minutes long; all other sessions are 90 minutes.
T2 – Avoid Workload Avalanche: Smart Ways to Regain Sanity
Christy Crump, Director of Operations Regulatory Compliance Services

Today’s workplace demands that we handle increasing amounts of information and juggle multiple priorities and people. Learn techniques to work efficiently and effectively to manage workload avalanche. We’ll look at how to prioritize tasks and deal with information overload, set smart goals, identify habits and patterns that have a negative impact on progress, gain insight as to why multitasking is a time-waster, and discover how to use your whole brain to work smarter rather than harder.

Wednesday, September 20
9:00 am

D1 – Stay in Control of Tasks, Deadlines, and Priorities
Christy Crump, Director of Operations Regulatory Compliance Services

Unplanned projects and unexpected situations can ruin your thoughtful plans and leave you juggling competing priorities and multiple deadlines. This session covers: how to rank your priorities, time management techniques to help you stay in control, and techniques for tracking your progress to stay on deadline. Plus we’ll talk about how to reduce your stress on a high-pressure day and set limits when work threatens to overwhelm you.

D2 – Partnering with Your Boss: A Tale of 5 Bosses
Nichol Goldstein, Senior Executive Assistant, Kaspersky Lab

This session uses data-driven humor and anecdotal tales of wins and woes to dive into a career-defining opportunity: partnering with your boss. We’ll touch on several ways to adapt to your boss’s personal style, persevere in the face of adversity, and plan for mutual success. Be prepared to build up your emotional IQ and walk away with a clear vision on how to: focus your energy on what you have influence over, become a ‘Hero’ who anticipates the challenges of others, and develop an ownership mentality.

D3 – What Corporate Culture Change Can Mean for You: A Case Study from Bayer CropScience
Vivian Burgon, Executive Administrative Assistant, Bayer CropScience, LP and Caitlyn Kaspar, Crop Analytics Business Coordinator, Bayer CropScience, LP

What happens when a company takes on a full-blown culture change to build high-performing teams and individuals, using its admins and assistants in the implementation? It becomes a huge success! This case study from Bayer CropScience describes your presenters’ journey of becoming facilitators, including resources used, development opportunities, the skill set needed to facilitate, and how to apply those skills to your everyday responsibilities. Walk away with a clear understanding of how to facilitate change, speak more comfortably in a group, take on a leadership role, and access resources to help you and your team become high performers.

“I have never attended a more well run conference. The APC event in Utah was one of the best I have been to.”

Shane Moore, Office Manager, University of Utah, Sandy, UT
Leverage Connections, Communication, and Collaboration

Your ability to produce results is often based on your capacity to connect with diverse colleagues. This track will include sessions on: gaining insight into yourself and others, teamwork and collaboration, connecting despite differences, and communicating as effectively in writing as you do in speech.

Monday, September 18
10:45 am & 1:45 pm

M3 – Connecting Across Differences
Trudy Bourgeois, Founder & CEO
The Center for Workforce Excellence

Overcoming and flexing our biases are vital to thriving in today’s workplace. If you’re ready to work better with your peers, build authentic relationships with your boss and others, experience higher levels of career satisfaction, and set yourself up for success… this session is for you! You’ll gain an understanding of, and appreciation for, becoming more collaborative, and how collaboration can enhance results and drive innovation.

M4 – *Communicate and Collaborate with Emotional Intelligence
Susan Schoenfeld, President, Sue Schoenfeld and Associates and Consultant, Loeb Consulting Group LLC

Emotional Intelligence (EI) is defined by the ability to understand and manage our emotions and to better understand the behavior of others. It’s an important factor in productivity, efficiency, advancement, and collaboration. Learn how to use EI for self-development, analyze others to establish better relationships, and improve communication. Explore self-awareness, manage your emotions by learning your triggers, improve your listening skills and engage in fewer evaluative types of responses, and understand behavioral styles.

M5 – Manage Difficult Conversations with Credibility and Discretion
Sandy Geroux, CEO
WOWplace International, LLC

Some conversations have the potential to become confrontational, explosive, and even harmful. With proper positioning, preparation, flexibility, compassion, and good judgment, difficult conversations can result in healthy dialogues. Discover techniques for timing, holding, and following up on difficult conversations. Walk away with the ability to identify and analyze the risks and desired outcomes of any conversation, and use a powerful step-by-step process for deciding when, where, why, and how to hold a difficult conversation while sidestepping five common mistakes and managing your emotions!

Tuesday, September 19
10:30 am & 1:30 pm

T4 – *Business Writing that Connects – and Gets Read
Mandi Stanley, CSP, Author and Trainer
Mandi Stanley Seminars, LLC

Writing is a key vehicle for business communication, and it’s important that you write so it’s actually read! This highly interactive session teaches you how to present your written ideas in an easy-to-read, error-free manner that gets your message and tone across. You’ll learn: the new guidelines for bulleted lists in your written messages, the secrets to organizing your ideas quickly through mapping, how to avoid the top seven credibility-robbing email mistakes, and how to write solid subject lines that get your emails opened and read.

I felt that I came away with new information and skills that could I put to use immediately upon my return to work.

Sarah Duncan, Executive Assistant/Secretary, Port of Seattle, Seattle, WA
T5 – How to Get Ahead While Standing Behind: The Deep Work of Support
Adrienne MacIain, Senior Executive Assistant to CEO & Office Manager PlayFab, Inc.

Administrative professionals help build better organizations by helping others be their best. We are remembered not always for what we do but for what we help others do. Learn how to up your game by offering ideas others can run with, tearing down obstacles, reducing friction in others’ paths, and forging meaningful connections. We’ll conduct a real-time networking exercise that puts these ideas in action. Plus, get practical suggestions on how to make others look good and a template for connecting via warm intros that don’t feel generic or forced.

T6 – The Personality Compass: Which Direction Does Your Behavior Point?
Laura Belgrado, Executive Assistant to the President and VP, Mars Multisales and Expert Trainer, Motivational Speaker and Coach

North, South, East or West… which way does your personality type lean and how does it affect your work style, communication, perception, and the way you handle difficult situations? In this fun and interactive session, get a clear understanding of why re-thinking the way we communicate is critical and determine your personal behavior type and those of your colleagues. Get tips on working more efficiently, dealing effectively with difficult situations, and creating power teams that embrace contradicting behavior types, and more!

Wednesday, September 20
9:00 am

D4 – Collaborate, Communicate, and Plan with New Online Services
Neil Malek, Founder and Lead Instructor, Knack Training, LLC

For years, people have been cobbling together planning, brainstorming, and collaboration systems through email, SharePoint, paper, and other services. We now have powerful, useful, and free services and tools to take advantage of. Explore some of the big players in the world of planning and communication and how you can collaborate from anywhere (and set it up in seconds). Topics include: chatting and planning with Slack, connecting file shares and notetaking software to a Slack channel, task management and team communication with Asana, and building Trello boards for project planning.

D5 – Build Your Dream Team with Meaningful Relationships
April Stallworth, Executive Assistant to the Superintendent and Board of Education, Niles Township High Schools-District 219, CEO & Founder, Strong Women Strong Lives, and ASAP’s 2015 Eureka! Award Winner
Angela Villela, Senior Executive Assistant, Standard Process

As a group, administrative professionals can empower each other and help utilize each other’s talents. You empathize with each other and can easily collaborate to make your department and company successful. Your presenters are experts on building in-office administrative networks and cultivating meaningful relationships among support staff. Hear their personal journeys in creating their in-office networks, including the successes and challenges and the most important elements of building a network. You’ll participate in open discussion, have the opportunity to ask questions, and learn best practices from your peers and the presenters.
Track
3
Develop Skills to Meet New Challenges

As the role and the profession evolve, admins are asked to take on new responsibilities and face new challenges. Sessions in this track prepare you to meet the future head on by stepping up to lead, strategically problem-solve, make decisions, and master “hard skills” including meeting planning, minute taking, and process improvement.

Monday, September 18
10:45 am & 1:45 pm

M6 – *Grammar and Usage Update for Super-Busy Admins
Mandi Stanley, CSP, Author and Trainer
Mandi Stanley Seminars, LLC

Admins are expected to produce grammatically correct, error-free documents and emails. There is an easier way to find and correct mistakes and stay current with modern usage. Learn how to quickly identify and correct the most common mistakes and issues, such as run-on sentences, fragments, comma traumas, confusing word combinations (e.g., affect/effect), commonly misused words, and more!

M7 – Modern Minute-Taking for Admins and Assistants
Christy Crump, Director of Operations
Regulatory Compliance Services

Minute-taking is much different today than even a decade ago. Now, minutes are typically taken on a laptop, for informal type meetings, and for people who attended the meeting. Much of the work is prepared ahead of the meeting to save time during and after. This back-to-basics session will cover essentials like drafting an agenda and using it as a template for your notes, note-taking during a meeting, recapping and summarizing discussions (including when to be specific and what to leave out), and handling cleanup and distribution.

M8 – 4 Habits of Empowered Women Leaders
Lisa Olsen, Co-Owner and Presenter
Admin to Admin

Female leaders bring natural strengths to the table in terms of management and communication styles, but there are four areas that can be uncomfortable for them: negotiation, risk, conflict, and competition. Learn how to develop greater comfort in these areas by evaluating the habits of others, discovering motivations, strategies, and tools that will lead to better self-awareness and advocacy, and successfully applying them with confidence. Learn how to reduce discomfort, discover your negotiation style, understand the myth behind women and risk, and proactively deal with conflict, healthy competition, and more!
Tuesday, September 19
10:30 am & 1:30 pm

T7 – 🔄 Strategic Problem Solving: Develop Sound Judgment & Decision-Making Skills
Chrissy Scivicque, Career Coach and Corporate Trainer, EatYourCareer.com

Developing sound judgment, decision-making, and problem-solving skills will make you a more reliable, responsible, trustworthy, and valuable professional. In this session, Chrissy discusses strategic ways to determine how and when to use emotions during the decision-making process and the five key elements of a good decision. She’ll walk you through the most common psychological traps that can trick you into making bad decisions, a step-by-step methodology for solving any problem, how to know if your integrity is being compromised, and how to recover from a decision that backfired.

T8 – 🔄 From Casting to Corporate: Skills that Improve Performance No Matter Your Role
Kate Adams, VP, Analytic Programs, BAMTech

After 15 years in news and entertainment, former Assistant Casting Director of “As the World Turns” and popular TED speaker Kate Adams took an entry-level job at a Fortune 50 company. Less than three-and-a-half years later, she parlayed that opportunity into a team manager role with responsibility for one of the world’s most visited websites. Hear how casting prepped her to succeed with strong decision-making, prioritization, and negotiation skills—and how it can help you, too.

Wednesday, September 20
9:00 am

D6 – 🔄 The Virtualization Age! Best Practices for Working Remotely
Socorro McCaslin, CEAP, Executive Assistant to VP, Worldwide Strategy & Planning, Cisco Systems

Given new technologies today, understanding how to effectively work in various environments is critical. In this session, Socorro will provide insights about the crucial elements to being a successful remote Executive Assistant. She will share the good, the bad, and the ugly of remote work, how to build a virtual office for maximum efficiency, the power of your administrative arsenal, solutions to build synergy with your business partner(s), and effective communication.

D7 – 🔄 Practical Tips to Make Your Next Offsite Meeting Shine
Christine Cesarino, Executive Assistant to the President, Advantage Payroll Services
Renae Medrano, Executive Assistant to the President & CEO, Spredfast, Inc.

Increasingly, admins are relied upon to plan and manage offsite meetings and events. Learn how to manage them more cost-effectively with valuable tips on sourcing creative spaces, contract negotiations, execution on the day of the event, and follow-up steps once the event has concluded. Hear stories of valuable lessons learned and share your own tips. No matter your experience, you’ll pick up tools and techniques to use immediately for a successful offsite meeting.

D8 – 🔄 Influential Impact! How Assistants Can Be Successful Team Leads
Lisa Olsen, Co-Owner and Presenter Admin to Admin

It can be a challenge practicing leadership, delegation, and accountability when you have no direct reports. The key is to focus on the power of informal influence and on creating synergy and open communications to help you lead without direct authority. Lisa shares insights on the difference between self-promotion and selfless promotion; the value of communicating the scope of your role; building your credibility, professional diplomacy, and discretion; and recognizing your strengths, weaknesses, opportunities, and obstacles.
**Track 4**  
**Keep Up with Tech Tools, Tips and Techniques**

You’re expected to use the most advanced features of everyday digital tools and be the first to adopt new apps that increase efficiency. How do you keep up? This track will help increase your prowess in essentials like Excel and Word, master video conferencing, integrate Google with other platforms, and get your e-files into shape. Many sessions are for advanced users!

---

**Monday, September 18**  
10:45 am & 1:45 pm

**M9 – 📞 E-File Triage: Leveling Up Your Office Skills – Back by Popular Demand!**  
*Neil Malek, Founder and Lead Instructor, Knack Training, LLC*

At the 2016 APC, we covered fundamental skills like Find and Replace, Style Formatting, and Slide Masters to help you triage incoming Office files. This year, we’ll take it up a level by polishing those skills and introducing new power tools like text clean-up functions, Quick Parts, and even recorded macros. Topics include: using Paste Special techniques, building custom Quick Parts for templates, recording simple clean-up macros for easy reuse, using TRIM, FIND, CONCAT, and PROPER on sloppy content, and implementing Sections in PowerPoint slide decks.

**M10 – ✨ 10 Top Game-Changing Apps for 2017 – Back by Popular Demand!**  
*Corinne Hoisington, Professor of IT Central Virginia Community College*

A new year with so many apps and so little time! Join us for a high-energy session on fresh new apps that are game changers for the oh-so-busy professional. Running an office is no easy task, but apps can help simplify your professional life. The apps we’ll discuss are so cutting edge, we can’t even list them because they’ll change by the time we get onsite! Bring your smartphone for a hands-on session where you can test drive each app discussed.

**M11 – *Discover OneNote for Power Users* (Hands-on, limited seating)  
*Vickie Sokol Evans, President Red Cape Company*

Many experts say that OneNote is the most versatile tool in the Office portfolio. Designed for those who are already using OneNote, this session will help you unlock its full potential. Learn timesaving tips for creating, using, and sharing digital notebooks; productivity and collaboration hacks; and ideas on how to use OneNote to simplify and organize your life. BONUS: Registrants to this session can submit topics and questions ahead of time for Vickie to address during the session!

* Laptops are REQUIRED for this session. Please have the Microsoft Office Suite installed on your laptop prior to coming onsite.
Tuesday, September 19
10:30 am & 1:30 pm

**T10 – Office 365 + Google Suite: Best Practices to Use Them Seamlessly Together**
(Hands-on, limited seating)
*Neil Malek, Founder and Lead Instructor, Knack Training, LLC*

The average office professional uses between 10 and 20 online services for productivity and collaboration, often set up by the employees themselves. We’ll navigate the jungle of collaboration tools, find combinations that work well, and help you avoid common pitfalls when using Office 365 and the Google Suite together. Topics include: using Office 365 coauthoring and sharing tools, saving Office files into Google Drive, leveraging sharing, installing browser plugins for quick Office-to-Google transitions, integrating Office 365 and Google Suite into Slack and Microsoft Teams, and more.

*Laptops are REQUIRED for this session. Please have the Microsoft Office Suite installed on your laptop prior to coming onsite.*

---

**T11 – Next Generation Microsoft: New Features Every Admin Needs to Know**
*Corinne Hoisington, Professor of IT Central Virginia Community College*

Windows 10 and Office 365 have added so many business features this year! Microsoft has unveiled multiple creative-minded products including a major Windows 10 upgrade called “Creators Update.” This session will introduce you to all of the ‘new’ for this year, including: Windows People, the Windows 10 VR headset, Paint 3D, Cortana updates, Microsoft Teams (competitor to Slack), and new Office products like the updates to Sway, Power BI, Delve, and more.

Wednesday, September 20
9:00 am

**D9 – Advanced Word: The Useful Info You Never Knew**
*Melissa Esquibel, MCT, President MPELLC*

Working on and generating documents is a large part of your workload. You might be working way too hard for lack of a few straightforward tools and techniques. This session is for those who have to generate complex, compound documents, such as large reports. Learn how to bypass the annoying section break necessity, make your documents easily navigable, create a template with the custom numbering scheme you need, create “unbreakable” documents to which others may contribute, and combine several documents into one without using the “master document.”

---

**D10 – Tricks of the Trade: Make Your Virtual Meetings Seamless**
*Corinne Hoisington, Professor of IT Central Virginia Community College*

Whether you work in an office and need to set up a call in place of a face-to-face meeting, or you work in a remote environment, conducting meetings effectively is essential for team collaboration and decision making. From setting up remote meeting schedules to audio/video equipment, learn how to troubleshoot any issues that arise. Be the first in your office to see the latest technology for conducting holographic meetings using Skype and the HoloLens, too!
**Track 5**

**Thrive Personally and Professionally 24/7**

When you feel successful, confident, and satisfied at work, your personal life is better — and vice versa. Sessions in this track focus on how to flourish by setting and achieving goals, knowing how to handle difficult people, boosting your EQ, having an executive presence, and nurturing your polish, reputation, and career.

---

**Monday, September 18**  
10:45 am & 1:45 pm

M12 – *Empowerment: It’s Your Time*  
*Cassandra Lee, Author, Speaker, Coach*  
*D.I.V.A. of Dialog™*

Self-confidence. Self-motivation. Self-worth. These are the characteristics of personal empowerment this session is focused on developing. It’s about resetting your thinking, learning to let go, controlling your emotions, correcting your actions, communicating powerfully, and getting a handle on challenges before they wear you down. Cassandra gives you tools to be a more confident person, a more rounded professional, and a more action-oriented leader.

M13 – *The Senior Admin as Leader, Advisor, and Mentor*  
*Peggy Vasquez, Author & Chief Executive Assistant, Pacific Northwest National Laboratory*

You’re known as an outstanding and experienced admin. As a result, you’ve taken on a leadership role. Congratulations! But what direction should you take in this new role? Pick up insights and skills you need to perform as a leader, advisor, and mentor. Explore the differences between them and how to do each successfully. Learn how to give and receive feedback, how to develop your team members, and identify and grow your successor so you can move on to your own “What’s next?”

M14 – *Tough Talk For Admins*  
*Laura Belgrado, Executive Assistant to the President and VP, Mars Multisales and Expert Trainer, Motivational Speaker and Coach*

Based on Laura’s innovative workshop, ‘The Assistant is the New Power Role,’ this session explores extensive research pooled from HR Professionals, GM’s, and the C-Suite about what organizations and managers truly expect from this role. How has it changed and how has it been affected by technology and social media? What are the most important skills needed to continue to develop leadership? How can we change what we do, to keep up, without changing who we are?

---

**Tuesday, September 19**  
10:30 am & 1:30 pm

T12 – *Ultimate Guide to Professional Polish through Professional Development*  
*Erin Moeller, Senior Executive Assistant, TD Ameritrade, Retail Distribution*  
*Iyanna Jones, Executive Assistant to CCO, TD Ameritrade, Compliance*

Professional polish is key to building a lasting career and advancing in your profession. But where does it come from, and how do you get it? Top EAs from TD Ameritrade share their insights on creating and using an individual development plan, and discovering self-directed resources to expand your credibility and influence. Explore how to become empowered within your organization, other roles that require the unique skill sets of EAs and administrative professionals, and how to better understand your company’s culture. We’ll share real-world experiences and best practices in professional development.

**Win!**

Enter to Win a 2017 Conference Pass!  
APCevent.com/scavenger-hunt
T13 – Trainwreck Warning! You May Be Derailing Your Career
Lee Silber, Author, Trainer Consultant, Practitioner of Big Ideas
Could you be sending the wrong signals at work? Lee identifies specific behaviors that undercut image and reputation and explores how to put the brakes on in order to easily avoid or correct them. Hear stories of things people do that stunt their career growth and learn how to develop and nurture relationships, say “no” in a way that has others saying “yes” about you, subtly toot your own horn, and rebuild your brand even if you made a move that seemingly crashed your career.

Wednesday, September 20
9:00 am

D14 – Radiating Executive Presence: Professional Style and Delivery
Starla West, Founder, President, Executive Coach and Leadership Expert
Starla West International
In this content-rich and interactive session, Starla discusses how thoughtfully crafted decisions regarding appearance and non-verbal communication can further enhance your professional presence. After deepening your knowledge, Starla will show you how to become more strategic with these decisions to present a professional presence that exudes confidence, projects credibility, and anchors your professional brand in the minds of others.

D11 – Developing a Stellar Reputation: Why Words Matter and Kindness Counts
Kendra Fahrenbach, Senior Executive Assistant, Amazon.com
Kathi Henriksen, Executive Assistant, Amazon.com
Your reputation is your professional currency. In this session, two highly respected EAs from Amazon.com will focus on the meaning of reputation in the corporate setting; the best ways to build, protect, and promote your reputation; how fragile it really is; and, finally, the impact a stellar reputation can have on your lasting career as an administrative professional.

D12 – Dealing with Difficult Executives
Adrienne Maclain, Senior Executive Assistant to CEO & Office Manager
PlayFab, Inc.
Executives are a special breed. They’re under a lot of pressure, frequently surrounded by yes-men, and though they are brilliant at what they do, they may not always be fantastic at things like respectful communication. This session will provide tips to prevent tantrums, strategies to protect you from an executive on a rampage, ways to offer support without enabling bad behavior, and real-time role-playing to put these techniques into practice.

D13 – *Unleash Your Inner Rockstar!
Kristin Abbott, Executive Administrator
Giesecke & Devrient Mobile Security America, Inc.
Deep down, we all want to be rock stars and we’ve got to work hard to get there. Learn how to enhance your competence, commitment, tenacity, reliability, and discretion for rock star success! Embrace the ways in which integrity, self-confidence, and humility can all work together to make you who you want to be. Learn why it’s important to keep work and personal lives separate, and better-understand why perception is reality.

Register with the VALUE PASS for the best savings! (See page 31)
Step back from your everyday tasks, reflect on your career goals, reinforce your professional network, and reenergize as you gain new insights and take your skills to the next level!

The Executive Assistants’ Summit is an immersive learning experience that empowers executive assistants to emerge as leaders in their profession.

The 2017 EA Summit focuses on “The EA as Leader” and offers a diverse array of sessions that allow you to target and develop the skills that meet your needs.

In addition to connecting with powerfully effective peers, EA Summit attendees will be able to:

• Develop leadership skills that contribute meaningfully to organizational results
• Cultivate an effective, confident interpersonal style that influences and inspires
• Increase your own efficiency and also the productivity of those with whom you work
• Enjoy greater respect, trust and support from superiors and peers
• Position yourself for career advancement

Exclusive Program and Events

Sunday, September 17, 2017

7:30 am – 8:15 am
EA Summit Breakfast

8:15 am – 8:30 am
EA Summit Briefing & Orientation

8:30 am – 9:45 am
EA Summit Showcase Speaker: Leading Up: Influencing from Behind the Scenes
Trudy Bourgeois, Founder, The Center for Workforce Excellence
You have more influence and power than you know. The questions you ask and the information you offer will shape your executive’s perspective and decisions. Discover how you can help your executive perform at his or her best, make sound decisions, and lead more effectively by leveraging your natural strengths. Learn seven practical tips to enhance your value to, and impact on, your boss and much more!

10:00 am – 11:30 am
EA Power Networking
Whether you are attending on your own or traveling with a team, from day one, you’ll begin making new connections with assistants from across North America and around the world who “get it.” They understand the role you play and the challenges you face. This kick-off session makes networking quick and comfortable. You won’t have to try to think of what to say; you’ll want to keep talking when time is up! Bring your business cards so you and your peers can stay in touch.

11:45 am – 12:30 pm
EA Summit Lunch

12:30 pm – 1:30 pm
EA Summit Exclusive Preview of the Exhibits at APC with Dessert and Beverages!
1:45 pm – 4:45 pm

**EA Summit Half-Day Workshops (Choose one)**

**EW1** – **Become the Outlook Authority: Advanced Email, Calendar, and Task List**
*(Hands-on, limited seating)*

*Corinne Hoisington, Professor of IT*
*Central Virginia Community College*

Be the Outlook guru! Learn how to successfully coordinate and interface with busy executive calendars (including their tasks and projects), and new ways to use panel and schedule views of the calendar. Gain insight on building custom calendar views; using conditional formatting; sharing, opening, delegating and grouping calendars; creating Outlook rules and calendar events to automatically streamline your incoming email and maximize email success in the shortest time period.

*Laptops are REQUIRED for this 3-hour workshop.*

**EW2** – **Powerful Presentation Skills for Executive Assistants: Confident and Effective Public Speaking**

*Mandi Stanley, CSP, Author and Trainer*
*Mandi Stanley Seminars, LLC*

The higher you go, the more often you’ll be called upon to speak in public. Discover new approaches to presenting your ideas in front of an audience with clarity, confidence, and power. Learn how to organize your thoughts, target your message when seeking buy-in, control your body language, and use mapping to organize your message.

Get remedies for the “8 Great PowerPoint® Mistakes.” Explore The Three-Minute First Impression, nonverbal know-how, speaker charades, “Ricky Bobby Syndrome,” and how to hook your audience in your opening.

**Monday, September 18, 2017**

10:45 am – 12:15 pm

**EA Summit Sessions (Choose one)**

**ES1** – **Leadership 1: Self-Awareness and Emotional Control**

*Starla West, Founder, President, Executive Coach and Leadership Expert, Starla West International*

Successful leadership begins with a strong foundation of self-knowledge and emotional awareness. Starla shows you how to identify and realign the value system and core beliefs that are currently creating your professional experiences. Learn how to command control of your internal dialogue so that a more relaxed and authentic level of confidence will emanate from you. You’ll cultivate a strong foundation of self-knowledge and learn how to use it to better inform your thinking, problem-solving, and decision-making so that you remain calm and in control — even in times of conflict and stress.

*ES1 and ES3 can be taken together or separately.*

**ES2** – **Acting as Strategic Business Partner to Your Executive**

*Lucy Brazier, CEO, Marcham Publishing & Publisher, Executive Secretary Magazine*

The executive assistant’s role has evolved quickly in the past decade. While responsibilities have broadened and contributions are greater than ever, many executives aren’t trained in how to manage their assistant and, therefore, may not utilize them effectively. Lucy will explore the opportunities this creates for you, as the EA, to become a true business partner to your executive. Discussion will include: developing the partnership strategically, setting the ground rules, adapting to style, and your “Map of Influence” with your executive and key stakeholders.

**Free Wireless**
in the meeting rooms

 Qualified EAs Apply Now!
Seats are Limited
Apply Now to Reserve Your Spot
www.APCEvent.com/ea-summit

The EA Summit takes place concurrently with the APC.

Visit www.apcevent.com/ea-summit to see the complete schedule.

http://www.APCEvent.com/ea-summit
1:45 pm – 3:15 pm
EA Summit Sessions (Choose one)

ES3 – Leadership 2: Understanding and Influencing Others*
Starla West, Founder, President, Executive Coach and Leadership Expert
Starla West International

As you develop your leadership, you need to be prepared to manage relationships and interactions effectively and constructively. Positively influencing the thoughts and behaviors of others is accomplished by connecting, building rapport, and communicating in a way that evokes your desired response. Starla shows you how to accurately read a situation and gain the vital information you need to manage interactions in a way that strengthens rapport and enhances relationships. You’ll learn how to influence the thoughts and behaviors of others so that you can redirect conflicts and maximize efforts toward the most productive outcomes.

*ES1 and ES3 can be taken together or separately.

ES4 – The Emerging Role of Chief Executive Assistant (CEA)
Leni Miller, Founder and President, EASearch, LLC & Author of Finding Right Work and Five Steps to a Life You Love

After interviewing hundreds of high profile executives and placing their assistants, Leni is considered the expert on the emerging role of “Chief Executive Assistant.” If you aspire to command a higher salary and want to be clear about what it takes to work as a “Chief Executive Assistant,” in partnership with a top executive at the best of firms, don’t miss this session. Leni shares insider’s information on the skills, talents and abilities most in demand, and five key factors that influence the compensation that you too, can reach for.

Tuesday, September 19, 2017

10:30 am – 12:00 pm
EA Summit Sessions (Choose one)

ES5 – Automating Travel Itineraries for Your Executive(s) with Microsoft Word
Vickie Sokol Evans, President
Red Cape Company

It is common for each executive to want his or her travel itinerary to look a particular way and, in most cases, completely different than that of others on the team. With powerhouse Vickie’s guidance, discover how to automate the formatting of your itineraries for multiple executives the way they each want their document to look — all with one press of a button. We’ll use Word Styles and Style Sets to build, streamline, and automate your travel itineraries (and any other long documents).

ES6 – Data Viz Makeover: Turn Numbers to Pictures and Tell a Powerful Story
Lea Pica, Director of Data Visualization and Storytelling
Search Discovery

Most EAs are regularly called upon to create slide presentations or reports for their execs, often turning statistics into graphics. Is the audience able to “get it” at a glance? Chances are your slide design and data graphics are obscuring the valuable insights and ideas you hope for. Data visualization helps people understand the significance of data by placing it in a visual context that tells your story powerfully and informs decisions more effectively. With her special blend of neuroscience-based principles, practical hands-on design techniques, and entertaining “tough love,” Lea equips you with a fresh new toolbox that will get those presentations remembered and acted upon. You’re going to love what you learn — and so will your exec!

“The Executive Assistants’ Summit offered tailored high-level training where I was able to polish up on new training skills such as building new peer relationships and credibility.

Renee Neverson, Executive Assistant
The Boeing Company, Arlington, VA
1:30 pm – 3:00 pm  
**EA Summit Sessions (Choose one)**

**ES7 – Team Building for EAs**  
**Tyler Hayden, Keynote, Author and Team Building Expert**

With position and experience, your colleagues often look to you to lead. In true Tyler fashion — with out-of-the-box thinking and high energy — you’ll get dozens of team building ideas that increase engagement in projects, boost collaboration, and improve performance. Tyler’s exclusive MIQ process shows you how to gather information on team members’ individual learning intelligences and apply that to create phenomenal opportunities for leadership from everyone. Learn how to craft your group into a cohesive team with the right structure and dialogue in this highly interactive and fun session!

**ES8 – Think Like Leonardo Da Vinci: Skills for Competent Critical Thinking**  
**Lisa Olsen, Co-Owner and Presenter Admin to Admin**

Revolutionary assistants think differently. We’ll tap into Da Vinci’s genius to better understand our world around us using practices and exercises that bring out the revolutionary thinking in you! Lisa shows you: how to develop the skill of “Systems Thinking”; how to sharpen your question-asking skills and develop a personal list of Top Ten Power Questions; how you can embrace the commitment to test your knowledge; the benefits of “confusion endurance”; the barriers and obstacles that prevent you from feeling confident in decision-making; and 8 thinking traps that sabotage motivation!

**Wednesday, September 20, 2017**

8:00 am – 9:15 am  
**Breakfast and Summit Debriefing**

Debriefing begins at 8:30 am: The EA Summit comes full circle as you rejoin your peers to share lessons learned in the past four days, issues on your mind, and what you look forward to doing when you return to work.

9:30 am – 10:30 am  
**EA Summit Showcase Presentation: Own Your Story and Other Life Lessons from “As the World Turns”**  
**Kate Adams, VP, Analytic Programs, BAMTech**

While daytime soap operas have often been the target of jokes, “As the World Turns” ran for 54 years because its stories and characters mattered to thousands of people. Suspend disbelief and find unlikely inspiration as former Assistant Casting Director and applauded TED speaker Kate Adams shows how soap opera characters teach us to push away doubt and believe in our capacity for bravery, vulnerability, adaptability, and resilience — even, or perhaps especially — in the most high-stakes of scenarios.

1:00 pm – 4:00 pm  
**EA Summit Half-Day Workshops (Choose one)**

**EW3 – Strategic Success Tools for Today’s Top Assistants: Taking Control of Your Career**  
**Lisa Olsen, Co-Owner and Presenter, Admin to Admin**

Tools used in the strategic planning process can increase your contributions, build partnerships, improve productivity and prevent complacency. Execute the strategic planning process from a personal perspective focusing on 8 key insights about your executive; taking an inventory of personal strengths to determine your Key Success Factors; understanding the power of Quiet Confidence and Informal Influence. Learn how the 5-15 Report can help increase efficiency and prepare you for performance evaluations, how to conduct a personal SWOT analysis and take part in a Start, Stop and Continue exercise.

**EW4 – How to Think On Your Feet: Getting to Better Solutions and Decisions Faster**  
**Lee Silber, Author, Trainer Consultant, Practitioner of Big Ideas**

When a problem arises, ideas are needed or a decision is requested, there’s not always time to say, “Let me think that over.” Under pressure, anyone can get a case of “brain freeze.” Luckily, you can train yourself to think fast. Hone your ability to come up with great ideas on the fly; try newfound powers of observation and problem-solving, and demonstrate your creativity in fun activities — designed so you can’t fail. Get techniques for generating ideas under pressure, finding ways to do more with less, and developing the mindset that allows you to come through in a clutch.

Qualified EAs  
Apply Now!  
Seats are Limited  
Apply Now to Reserve Your Spot  
www.APCevent.com/ea-summit
The Spectacular Venetian Las Vegas!

The Venetian Las Vegas will be hosting the 25th Annual Administrative Professionals Conference in September 2017. After days packed with learning, relax in larger than average guest rooms, meet up with new friends at one of 40 top rated eateries at The Venetian and The Palazzo, enjoy a gondola ride, take in an exciting show, or window-shop at the 160 Canal shops and boutiques.

Book NOW for the best rates!
Don’t delay: we are expecting a sell-out year!

Book your accommodations at The Venetian Las Vegas by August 19th, 2017, to receive the APC discounted attendee rate of $209 per night*. This special rate includes complimentary wired or wireless Internet in your sleeping room and in the conference meeting rooms.

Go to APCevent.com/venue to make your hotel reservations, or call onPeak reservations at 1-800-803-5804.

* Plus taxes and fees.

** Note to Government employees: A limited number of government rate rooms are available on a first-come, first-served basis. For information, contact onPeak reservations at 1-800-803-5804.
Registration Options
3 FAST, EASY WAYS TO REGISTER NOW!

1 ONLINE
APCevent.com

2 EMAIL
registration@apcevent.com

3 PHONE
Call Sam at 1-800-873-1272

Not Yet Registered?
Enter to Win a 2017 Conference Pass!
Join the APC Scavenger Hunt for an opportunity to attend the APC on us! See details on page 5.

Remember to use your VIP Code when you register (see yellow box next to your address on the back)

Conference Pass
ASAP Members – $1,590
Non-Members – $1,790
Includes access to the APC concurrent sessions, special features, events, meals, and keynotes.

Value Pass
ASAP Members – $2,115
Non-Members – $2,315
Includes everything in the Conference Pass, PLUS up to 3 Workshops and a free book.

Executive Assistants’ Summit
ASAP Members – $2,350
Non-Members – $2,550
See pages 26-29 and visit APCevent.com/ea-summit for details.

Pre/Post-Conference Workshops
Maximize your training while at the APC by adding Pre- and Post-Conference Workshops to your registration.
**NOTE: Register for the Value Pass for best value option!
Half-Day Workshop – $395
Full-Day Workshop – $649

On-site PACE Certification Review and (optional) Exam
NEW for 2017
PACE Certification is now on Saturday!
Prepare for and take the PACE Exam onsite at the APC, and return to work PACE Certified.
(see page 6 for details)
ASAP Members – $349
Non Members – $375

Monday Night Out
Monday, September 18th (6:00 pm-9:00 pm)
Join your peers for a fun night out!
High Roller Observation Wheel and LINQ Promenade dining experience!
$105 per person

Audio Recordings and Synchronized Slides of APC Sessions
Take the APC home with you through audio and synchronized slides, recorded onsite at the APC. The recordings include most concurrent sessions from Monday, Tuesday, and Wednesday and are fully synchronized with each slide presentation.

Cancellation Policy
If for any reason you cannot attend the 2017 APC, you are responsible for cancelling both your Conference Registration and your Hotel Reservation. Cancellations for your REGISTRATION to the ADMINISTRATIVE PROFESSIONALS CONFERENCE must be received no later than August 4, 2017 to receive a refund; however, a $300 cancellation fee will apply. No refunds for cancellations will be processed after August 4, 2017. Registration substitutions are allowed. To cancel your Conference Registration call 1-800-873-1272 or email registration@apcevent.com. To cancel your Hotel Reservation call 1-800-803-5804.
3 FAST, EASY WAYS TO REGISTER!

➊ ONLINE
APCevent.com/register

➋ EMAIL
registration@apcevent.com

➌ PHONE
Or, call Sam at 1-800-873-1272

The Premier Training Event for Administrative Professionals & Executive Assistants

September 17 - 20, 2017 | The Venetian Las Vegas | Las Vegas, NV

25th ANNUAL

The Premier Training Event for Administrative Professionals & Executive Assistants

Celebrating 25 Years of Training Excellence

GOLD SPONSORS:

POLLING GROUP
STAPLES
AmTrav

PRODUCED BY

American Society of Administrative Professionals
www.asapc.org.com

APCevent.com

#apc17vegas