



Administrative Professionals Day® Conference

“Power of Commitment”



Thursday, April 22, 2010
7:30 a.m. – 3:00 p.m.

Sheraton Crescent Ballroom
2620 West Dunlap Avenue
Phoenix, AZ
(I-17 & Dunlap Avenue)

Hosted by...



Kachina-East Valley



Valley of the Sun Chapter

Valley of the Sun



Valley West

Chapter
of Excellence

...Chapters

Agenda

7:30 – 8:45 a.m.	Registration, Continental Breakfast & Vendor Exhibit
8:45 – 9:00 a.m.	Welcome/Introductions
9:00 – 10:00 a.m.	Outsmart Your Brain – Marcia Reynolds, PsyD
10:00 – 10:30 a.m.	Break – Vendor Exhibit
10:30 – 11:30 a.m.	Cultivating Optimism – Kirk Wilkinson
11:30 – 12:00 p.m.	Break/Vendor Vendor Exhibit
12:00 – 1:00 p.m.	Lunch/Vendor Exhibit
1:00 – 1:30 p.m.	Vendor Door Prizes
1:30 – 2:30 p.m.	Benefits of Good Grammar – Amanda Collins
2:30 – 3:00 p.m.	APD Committee Door Prizes/Adjourn

■ **Outsmart Your Brain – How to Use Your Commitments to Stop the Noise** Presented by Marcia Reynolds, PsyD



No matter how smart you are, your brain still seems to get the best of you when you are under pressure, irritated, surprised or just plain busy. Your brain has a mind of its own. Yet you can outsmart your brain and make more powerful choices if you know how your brain works. You can ease your tension, settle arguments and release frustrations with family members, friends and colleagues with your knowledge of the brain. This workshop will help understand and even laugh at how your brain works so you can consciously choose how to commit your time, your mind and your heart.

During this presentation, you will learn:

- How to shift into an "optimal productive state" where you can tell your brain what to do.
- How your brain works and what's really driving your thoughts and behavior.
- How to determine what you are committed to then choose which commitments most empower you,
- How to clear your mind so you can make better decisions and get the results you want.

■ **Cultivating Optimism – How to Stay Positive in Tough Times** Presented by Kirk Wilkinson



Bestselling author Kirk Wilkinson will personally take you through eight powerful lessons from his book **The Happiness Factor: How to Be Happy No Matter What**. In this transformative, life-changing seminar, you'll learn the skills to increase satisfaction, to handle stress, drama and trauma more effectively, to learn how to overcome adversity, and to be the hero of your own story.

Even if you've experienced hardship as a result of the shaky economy, even if you're personally struggling for any reason, you can be happy, no matter what!

■ **Benefits of Good Grammar** Presented by Amanda Collins



In a new economy, it is imperative that you stand out from your competition – and words help you do that!

The Grammar Doctors is a boutique firm that partners with clients to create and edit marketing materials for businesses and individuals. Started by Amanda Collins in 2006 and based in Phoenix, Arizona, The Grammar Doctors works with clients around the globe to present them in the best possible light to prospective clients and employers.

*Continuing Education Units (CEUs) and Recertification Points will
be awarded to all attendees*

Registration

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\$75 - Early Bird Registration (Postmarked by April 1)
\$85 - Regular Registration (Received by April 13)

For IAAP members (\$5 discount):

\$70 - Early Bird Registration (Postmarked by April 1)
\$80 - Regular Registration (Received by April 13)

(Includes continental breakfast, lunch, vendors and chances for door prizes. Don't forget to bring your business cards.)

To register, please complete and return registration form. Form may be duplicated for multiple reservations.

Name: _____

Address: _____

City, Zip: _____

E-mail Address: _____

Phone Number: _____

Employer: _____

Amount Paid: \$ _____ Check Check #: _____ Cash (by special arrangement)

Are you an IAAP member? No Yes IAAP # _____

Chapter Name: _____

Would you like information about IAAP? Yes No

Vegetarian meal? Yes

Registration Payment: Make checks payable to **Valley West Chapter** (Tax ID #94-2866653). A \$35.00 fee will be charged for all returned checks. Please send check, money order or cash (no credit card payments) along with registration form to **Nancy Riley CPS, 1731 West Carmel Avenue, Mesa, AZ 85202**.

Cancellation Policy: Registration is fully refundable only if cancelled in writing by April 1, 2010. After April 1, refunds are less a \$35.00 handling fee. No refunds after April 8. Registration is transferable to a substitute participant should scheduling conflicts arise; but please notify Nancy Riley if making substitutions.

Group Registrations: For employer paid group reservations, please email registration forms to nancyrileycps@hotmail.com with a notation that payment is forthcoming. Please request employers send registration forms with payment by the April 13 deadline.

- Confirmations will be sent by email so be sure to enter email address in the above form.
- Your information remains confidential for the sole use of sponsoring IAAP chapters.
- Meeting rooms may be chilly so bring a sweater.

Questions? E-mail: nancyrileycps@hotmail.com or Phone: 602-920-9302.

SEATING IS LIMITED – REGISTER EARLY!