

Join us  
in New Orleans  
for our



35<sup>th</sup> ANNUAL CONFERENCE

# MODERN SOLUTIONS

## FOR TODAY'S WORKPLACE

*Get up to Speed with **PowerPoint Plus!***

Learn at least 40 ways to enhance your skills with PowerPoint and other software applications.

***Social Media:** A Must to Succeed in Today's Business World. Grow Your Business with Professional Presence Online.*

Learn the ins and outs of the top three networking tools to market your company:

Facebook • LinkedIn • Twitter

And how to use them to increase your company's bottom line.

**PLUS:**

***Unleash the Power of Excel with Mr. Excel!***



Only \$169 for  
AEAP members!

And \$189 for  
non-members!

September 16 – 18, 2010 | Astor Crowne Plaza | New Orleans, LA

# YOUR CONFERENCE LEADERS



**Dr. Meggin McIntosh** is “The Ph.D. of Productivity”™! Through her company, Emphasis on Excellence, Inc., Meggin has optimized the momentum of thousands of professionals who want to become more productive – and to do so with excellence!

In addition to her seminars, workshops, and consulting, Meggin supports professionals who seek excellence by publishing several no-cost weekly e-zines subscribed to by professionals around the world. Access one or more of these:

- Top Ten Productivity Tips ([www.TopTenProductivityTips.com](http://www.TopTenProductivityTips.com))
- Keys to Keeping Chaos at Bay ([www.KeepingChaosatBay.com](http://www.KeepingChaosatBay.com))
- I Want to Be Just Whelmed! ([www.JustWhelmed.com](http://www.JustWhelmed.com))

Meggin is known for her humor and practical knowledge. While a professor and administrator at the University of Nevada, Reno, Dr. McIntosh won numerous teaching awards—at the college, university, state and national levels.

*Meggin...*

*Just so you know...I think you are great and you inspire me, and make me want to do more and be more! You rock! Thank you for putting all the energy into the important and motivating work that you do. You also make me laugh out loud and I end up with a definite boost!*

—E. Herrera

*(frequent participant in Meggin's workshops)*

*“Meggin made the day fun and meaningful, which is a rare combination in these tough times. We were inspired by how she reinforced the importance and impact of what we all do. You have no idea how much difference you made for us.”*

—State Department of Education Director



**Désirée H. Young**, MBA, has been dubbed the “Marketing Maven” and featured for her small business advice in publications including *Home Business Magazine* and *Black Enterprise*. As an in-the-trenches advisor to CEO's and leaders, she helps local ventures grow into global enterprises. As a sought-after speaker and trainer, Désirée's seminars are action-oriented, content-rich and entertaining.

Désirée is Principal of VentureWalk Business Partners, a forward-thinking business development company that takes a no-excuses approach to developing, reinventing and expanding businesses and the owners that operate them. Since 2004 she has been on the front lines of the Gulf Coast helping revitalize communities through entrepreneurial thinking. She has worked with clients representing over 27 different industries including professional services, construction, manufacturing, specialty foods, retail, health-care, and government. With her assistance, clients have boasted record increases in sales, international distribution deals, national publicity and an overall sense of control over what's happening in their organizations. Her personal mission is to empower leaders to be the best marketers and managers of their messages through coaching, training and consulting. Désirée's mission goes beyond the U.S. as she is also an advocate for entrepreneurial development and sustainability in developing countries like Haiti.

*“Desiree has been an invaluable resource for my business. She has worked with me on improving my brand and marketing strategies. I would recommend Desiree to any small business who is looking for someone who is an expert in her field and would like to get out of the box results. Desiree genuinely cares about her clients. The quality of her work is superb!”*

—Sandra Olmedo, Bilingual Resources Group



**Bill Jelen** is the host of MrExcel.com and the author of 31 books on Microsoft Excel including the following:

- *Pivot Table Data Crunching*
- *VBA & Macros for Microsoft Excel*
- *Excel Gurus Gone Wild*
- *Guerilla Data Analysis Using Microsoft Excel*

He has made over 60 guest appearances on TV's *Call for Help with Leo Laporte* and was voted guest of the year on the *Computer America* radio show. He has produced over 1000 episodes of his daily video podcast *Learn Excel from MrExcel*. Bill will entertain you while showing you the powerful tricks in Excel. Before founding MrExcel.com in 1998, Bill spent twelve years “in the trenches,” as a financial analyst for the accounting, finance, marketing, and operations departments of a publicly held company. Since then, his company automates Excel reports for hundreds of clients around the world. The website answers over 30,000 questions a year – for free – for readers worldwide. Bill joins us from Akron, Ohio.

#### **Seminar Co-ordinator Comment:**

*“St. Louis IMA was looking for the perfect guest speaker/trainer who would fill our seats and make a lasting impression on our members. Bill Jelen was our man! 97% of those in attendance ranked Mr. Excel “Excellent” in all categories. Not only is Bill extremely knowledgeable, he has a special talent for making people laugh! His four-hour seminars feel like 30 minutes. Bill has conducted three seminars for our group and we look forward to inviting him back. I HIGHLY recommend Bill Jelen for both “Power Tips & Tricks” as well as “Advanced Excel.”*

—Reid Sullivan, Kelly Financial Services

#### **Comments from Attendees**

*“Great seminar, learned useful tips for using Excel more efficiently. Great presenter.”*

*I loved this session, even as an advanced user of Excel I still learned some great tips. Bring Bill back next year.”*

## CONFERENCE SCHEDULE

### THURSDAY, SEPTEMBER 16

#### Welcome and Registration

4:30 PM – 6:00 PM	Registration
5:00 PM – 6:00 PM	Wine Reception
6:45 PM – 9:45 PM	Dinner at Ralph and Kacoo's Restaurant - Optional

### FRIDAY, SEPTEMBER 17

#### PowerPoint Plus – Meggin McIntosh, Ph.D.

8:30 AM	Late Registration/Coffee & Danish
9:00 AM	Conference Begins
10:30 AM	Break
12:00 noon	Luncheon

#### Social Networking for Business

– Desiree Young, MBA

1:15 PM	Conference Resumes
2:45 PM	Break
4:00 PM	End of Program
4:45 PM	French Quarter Tour and Cooking Class with Dinner - Optional

### SATURDAY, SEPTEMBER 18

#### Unleash the Power of Excel – Bill Jelen

8:45 AM	Coffee Only – <b>No Danish Provided</b>
9:15 AM	Conference Resumes
10:30 AM	Break
10:45 AM	Conference Resumes
12:00 noon	End of Conference
2:00 PM	Comprehensive City Tour - Optional

## FRIDAY MORNING PROGRAM OVERVIEW

### Powerful Communication - PowerPoint® PLUS Present Yourself – & Your Boss – with Pride!

What's the point of PowerPoint and other software communication applications? At the very least, PowerPoint presentations should be designed to:

- Convey professionalism
- Clarify a position
- Communicate a message
- Command respect

Sadly, many of the people who create PowerPoint slide shows (or generate flyers, etc.) make beginner mistakes that detract from one or more of these four purposes. Even advanced users of presentation/publishing software can embarrass themselves (or their bosses) by not attending to the small and large changes that would increase the overall value of the document, slide show, or brochure.

In this half-day workshop, you will see demonstrated at least 40 ideas for enhancing your skills with PowerPoint, Word, Publisher, and other software applications. For example, you will learn to:

- Determine when to use photographs and when to use clipart
- Use white space – right
- Decide on templates – or create your own custom template
- Choose colors that move your message
- Put your words...in the right place(s)
- And more, of course!

You'll learn tips, tools, and techniques to use in the initial design process as well as those you can use to refine the overall show or document. Plus...just between us...you'll also learn some ways to help others understand how they are embarrassing themselves if they "make" you do certain things with the PowerPoint.

You are a professional and you want your PowerPoint (or other presentation software) to support rather than detract from others' sense of your professionalism. The use of PowerPoint (plus other communication software) is expected of anyone who is teaching, presenting, or facilitating workshops, classes, seminars, presentations, and the like. Put yourself in the top 10% of those using these tools by learning - and then implementing - the ideas that will be shared in this energizing, practical, and fun workshop. Those who are interested may submit some materials ahead of time so Meggin can offer suggestions (and kudos) to what you have previously created.

## FRIDAY AFTERNOON PROGRAM OVERVIEW

### Social Networking: How to Use the Latest Marketing Tool for Your Business – Get Customers, Get Clients and Get Noticed!

A recent PR firm study found that 79% of the top 100 companies on the Fortune 500 list use social media to communicate with customers and other stakeholders. It's now clear that the tools that were once thought to relate to Gen X-ers only, has fast become "THE" way for small and large businesses alike to market effectively. In this seminar, Désirée H. Young, MBA, of VentureWalk uses simple, non-tech language to introduce "business-based" social networking and how to

use it to build an effective online presence, establish relationships with customers, and grow sales. In this seminar participants will learn:

- What **business-based social networking** is and which platforms are crucial for companies to be a part of now
- Case studies and examples of how other businesses are using social networks as a marketing tool
- How to incorporate social networking to build your business brand, connect with customers (or potential ones), and improve your bottom line
- The key activities of the "social media manager" or channel owner and how to best integrate these activities into an existing role(s)
- How to get started with **Facebook**, **Twitter** and **LinkedIn**, along with an action plan to implement on day one!

## SATURDAY PROGRAM OVERVIEW

### Unleash the Power of Excel with Mr. Excel!

You use Excel 20 hours a week, but do you really know how to unleash the power of Excel?

- Create great-looking charts in a single keystroke
- Add thousands of subtotals in seconds
- Summarize a hundred thousand rows of data to a one-page summary in six mouse clicks using Pivot Tables
- Discover new Excel formulas and functions to solve everyday problems in your job
- Professional formatting of worksheets

- Visually discover how someone else's worksheet is calculating
- Easy ways to adapt to Excel 2007 or 2010 upgrades
- Many more tips and tricks!

Don't be tortured by bad data any longer. Bill loves new questions and will incorporate them in the seminar. Send your Excel questions in advance via e-mail to [pub@mrexcel.com](mailto:pub@mrexcel.com) with the subject line "AEAP Conference Questions," or bring them to the seminar. Bill promises, "If you use Excel 20 hours per week, you will save 50 hours each year by attending this seminar!"

## REGISTRATION INFORMATION

**REGISTRATION FEE:** AEAP members save \$20! Registration fees are \$169 for AEAP members, \$189 for non-members. Your registration fee includes admission to the conference sessions, all materials, refreshment breaks, Thursday's wine reception and lunch on Friday. Guests not attending the seminar will be charged an additional \$10 to attend the wine reception and \$25 to attend the luncheon. Optional Events are not included in the registration fee.

**ACCOMMODATIONS:** The 35th AEAP Annual Conference will be held at **The Astor Crowne Plaza**, located at 739 Canal Street, New Orleans, LA 70130, the **Gateway to the French Quarter** where **Canal Street** meets **Bourbon Street**. The excitement of the French Quarter awaits you right outside our door. Whether you are looking for world-renowned dining or the intoxicating sounds of New Orleans' Jazz or Blues – you are in the heart of it all. The Astor Crowne Plaza Hotel New Orleans offers easy access to nearby attractions like **Harrah's Casino**, the **Aquarium of the Americas**, **Jackson Square**, **Morial Convention Center**, **Riverwalk Shopping**, the **New Orleans Sports Arena** and the **Superdome**. The hotel is home to **Dickie Brennan's Bourbon House Restaurant** and **Seafood Bar**. Enjoy true Southern Cuisines and Fresh Seafood Selections – for breakfast, lunch, or dinner.

AEAP has reserved a limited number of rooms at a special conference rate of **\$109 per night** for single or double occupancy. Triple or quadruple occupancy rates are \$20 per person over the quoted rate. This rate will be honored 3 days prior and 3 days post conference dates based upon space availability.

Reservations must be made no later than August 25, 2010 to receive the discounted rate. Please call the Astor Crowne Plaza at 1-888-696-4806, and be sure to mention the Association of Executive and Administrative Professionals to receive the group rate.

**AIRFARE:** There are numerous websites that offer discounted airfares such as Travelocity.com, Orbitz.com, Hotwire.com, as well as the individual airline websites. You can also go to sidestep.com and download their free service that scans the web for available fares or try www.bookingbuddy.com or www.kayak.com to check numerous web sites with ease.

**CANCELLATIONS:** You may cancel your registration up to 7 business days before the conference begins and we will refund your tuition less a \$10 cancellation fee. If you need to cancel less than 7 business days prior to the conference, you may send a substitute or we will refund your tuition less a \$25 cancellation fee. Please note that if you don't cancel and don't attend, there is no refund. Substitutions can be made at any time.

## OPTIONAL SPECIAL EVENTS:

The following events are provided by AEAP and Roland Through New Orleans, LLC. Separate event registration forms will be emailed with confirmation of your conference registration.

### THURSDAY, SEPTEMBER 16, 6:45 PM

#### Dinner at Ralph and Kacoo's Restaurant

Stroll with your escort through the French Quarter to Ralph and Kacoo's, a Cajun seafood restaurant located in the heart of the historic French Quarter. Select one of several tasty entrees with salad, dessert and beverage included. View the spectacular Mardi Gras costume display in one of the restaurant's main dining rooms. You'll enjoy relaxed, casual dining at this traditional Cajun seafood restaurant with **Roland Through New Orleans**.

### FRIDAY, SEPTEMBER 17, 4:45 PM

#### French Quarter Tour and Cooking Class with Dinner

Enjoy a narrated stroll through the world famous New Orleans French Quarter. See the Napoleon House, the slave exchange and the homes of General Beauregard and the Ursulines nuns. Learn about the infamous Octoroon-Quadroon ballroom, the dueling grounds and Jackson Square. See the cornstalk fence, Pirate's Alley, quaint courtyards, St. Louis Cathedral and much more.

After your tour, attend an entertaining cooking class in a renovated molasses warehouse built in the early 1800's. Learn about New Orleans food and folklore in this Louisiana kitchen where fun is the primary ingredient. Enjoy a real taste of New Orleans as you savor the delicious meal that your chef has prepared plus iced tea and beer. Spend a memorable and entertaining evening with **Roland Through New Orleans**.

### SATURDAY, SEPTEMBER 18, 2:00 PM

#### Comprehensive City Tour

Sit back and relax in comfort as you enjoy a narrated **driving tour** through historic New Orleans. Skirt the borders of the French Quarter and see Jackson Square. Stroll through an above ground cemetery and marvel at the magnificent oak trees in City Park. Drive along Lake Pontchartrain and learn about how the city is built below sea level. See some devastation that remains from Hurricane Katrina. Travel through the University section, uptown New Orleans and the St. Charles Avenue garden district. Plan a guided motorcoach tour with **Roland Through New Orleans**.

**Certificates of completion for CEU's will be provided at the conclusion of the conference.**

## AEAP CONFERENCE REGISTRATION

Online registration is available at <http://www.theaeap.com/seminars/register.aspx>

**YES!** Register me for **Modern Solutions for Today's Workplace**, the 35th Annual AEAP conference, September 16-18, 2010 at the Astor Crown Plaza, New Orleans, LA.

Check if non-member

Name \_\_\_\_\_ Member Number \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Any physically challenged special requirements? \_\_\_\_\_

I have a food allergy to: \_\_\_\_\_

**Payment Options** The registration fee is **\$169 for AEAP members; \$189 for non-members.**

I am bringing \_\_\_\_\_ guests to the wine reception. (Add \$10 for each guest.)

I am bringing \_\_\_\_\_ guests to the luncheon. (Add \$25 for each guest.)

My personal/company check is enclosed.

Charge my  VISA  MasterCard  AmEx  
Account # \_\_\_\_\_

Exp.Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill me/my company

**MAIL** this form with payment to: AEAP, 900 S. Washington Street, Suite G-13, Falls Church, VA 22046

**FAX** this form with credit card info to (703) 533-1153

**PHONE** our Conference Coordinator (703) 237-8616

**ONLINE** at <http://www.theaeap.com/seminars>

**Space is limited. Register today! AEAP members save \$20!**