

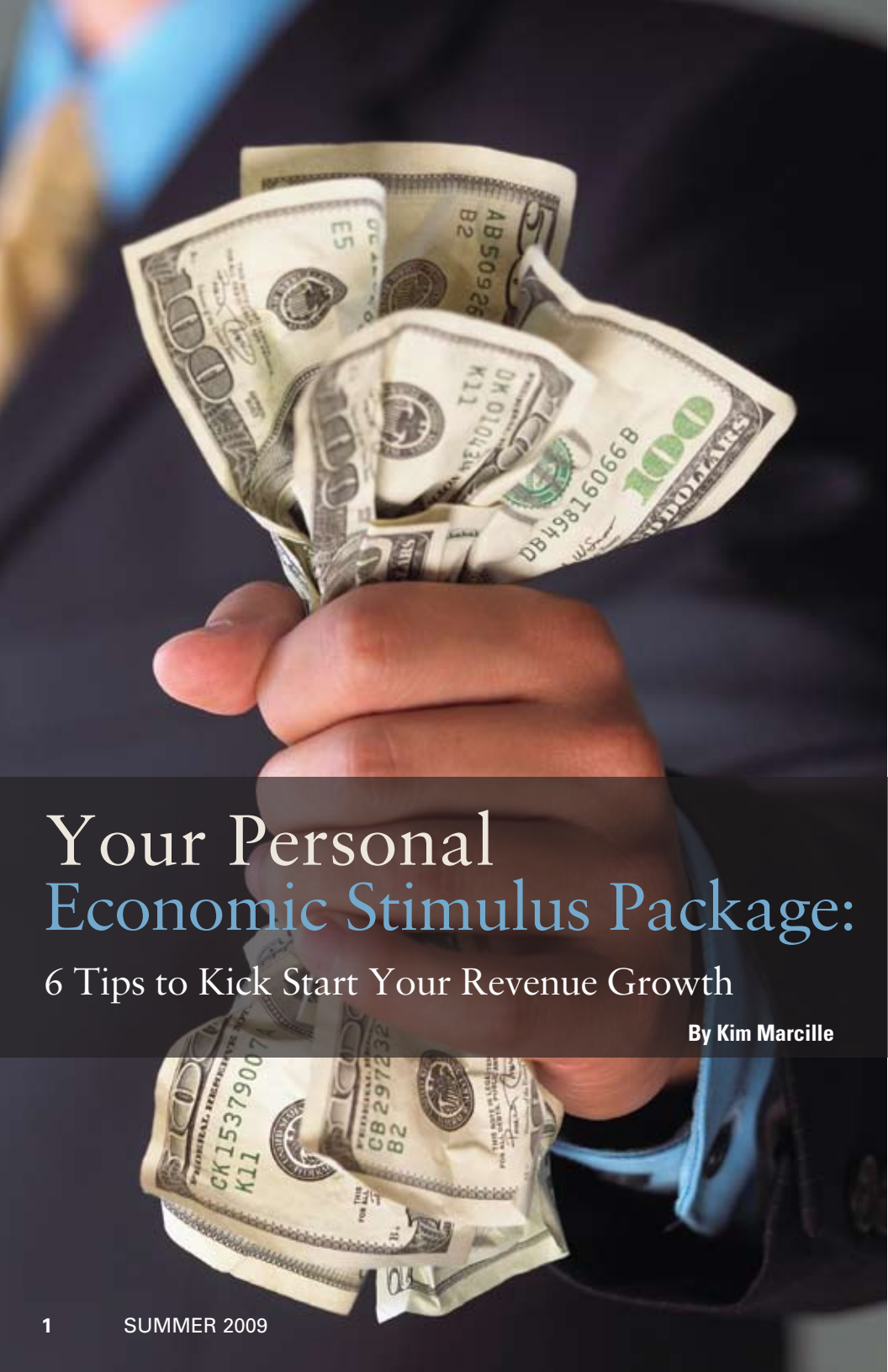
RTF *re*Visions

Solutions, ideas and notes for life away from the office www.iaap-rtf.org Summer 2009



Going Greener **At Home**

**Your Personal Economic
Stimulus Package
Manage Your Time
Reaching Goals**



Your Personal Economic Stimulus Package:

6 Tips to Kick Start Your Revenue Growth

By Kim Marcille

Efforts of the Barack Obama administration aside, what is your plan to grow your own wealth? Whether you're a business owner or professional, the prospect of creating financial success may seem remote or even impossible. If the current economic crisis seems like it's gone on forever and has you trembling inside, you may be hesitating to place your bets. That hesitation will impact your financial results in ways that you probably don't even want to think about now. So before too much time slips away, here are some ideas to take yourself and your revenue generation plan in hand and get the results you want.

1. Choose to be confident. The level of confidence you have about your ability to bring your plan to life will impact your ability to do so, and in tangible ways. One of the most likely ways, and one with which you're probably familiar, is procrastination. Piers Steel, Ph.D., of the University of Calgary conducted an in-depth analysis of 691 research sources on the causes of procrastination. The number one cause? Lack of confidence.

Harshly judging yourself or your results can cause under confidence, and under confidence causes procrastination. You keep putting things off, so nothing gets done. Nothing gets done, and you feel badly about yourself. Applying that judgment causes more procrastination. A vicious circle ensues in which you long for results but never get them, while all along having exactly the skill set you need to create success.

As Dr. Steel says, "The old saying is

true: Whether you believe you can or believe you can't, you're probably right." The old saying now has 691 sources to back it up. The great news is that under confidence is fixable by changing the way you measure your own performance. That's Tip No. 2.

2. Measure for guidance. Instead of using measurement to judge you or your business as a success or failure, use measurement to provide guidance for what you should do next. If you catch yourself wasting two hours in your inbox rather than on a core project you must get done, don't beat yourself up about it. Instead, learn from it. Make the decision, for example, that for the rest of the week you'll work on the project first before looking at your e-mail. If your sales results are not what they should be, look for the places where you've created sales success. What can be learned from that? Are you more successful in one industry versus another, or one category of product than another? What could you change about your approach to take advantage of those successes?

3. Broaden your options. What's your Plan B? Well, maybe you don't need one. Here's an idea: There is no Plan B; there's only a flexible Plan A. You will achieve success no matter what you have to change about the plan in order to get there. Do you have a contingency version of your plan should it go awry? By spending some time designing some optional action steps in advance, you will relieve yourself of some stress and boost your confidence by having a safety net already in place. Also, knowing that you don't have to bloody yourself on the same frontline day after day will bring some relief as well.

If what you're doing is not working, it's OK. Just change it up. For example, if your current revenue channels are drying up,

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Letter From The Chairman



In today's tumultuous world, we need all the help we can get to balance home and work. In this issue of *reVisions* we hope to give you a bit of help. If the current economic crisis seems like it's gone on forever and has you trembling inside, that may impact your financial results in ways that you probably don't even want to think about now. So before too much time slips away, read a few ideas on how to thrive in the article "Your Personal Economic Stimulus Package: 6 Tips to Kick Start Your Revenue Growth."

We also have an article on green living that shares easy tips on saving the environment and money at the same time. Take a few minutes to read "Going Greener At Home." If you have trouble setting goals and making them work for you, the article "Reaching Goals Through Positive Thoughts" gives practical tips on goal setting and seeing them through. The article, "Manage Your Time Without Losing Your Mind" helps bring some of the information in this month's *reVisions* together so you have time to apply what you've learned.

Speaking of *reVisions*, this issue you're holding in your hands is the last issue of *reVisions* we will print. While the Trust is here to stay, member survey information and budget constraints indicate that *reVisions* is not a value-added product at this time. From now on, any news from the Trust to our members will be communicated through IAAP Connections, our monthly member e-newsletter.

If you're coming to International Education Forum and Annual Meeting, we invite you to attend the workshop hosted by The Trust and sponsored by Adecco. Join inspirational speaker and trainer, Wilny Audain, as he presents practical examples on how to overcome the real and self-made obstacles that change can bring and how to realize goals and dreams not yet attained. In addition to hearing a fantastic speaker, you can also earn recertification credits.

We appreciate all the generous supporters of The Trust, it is evident that you believe in "helping our own" as the Trustees do. If you haven't joined our Family of Givers yet, be sure and learn more about it on our website at www.iaap-rtf.org. All of your contributions count toward your own history of giving but also toward chapter and division totals. You can also contribute online. Details are on the website. But mark this date! If you want your gift to go toward your 2008-2009 awards, be sure to get your contribution in by **June 30 at 2 p.m.**

A handwritten signature in black ink, appearing to read "Kathy Hampton".

Kathy Hampton CPS/CAP



Vista Grande

A Place in the Sun... for you!

Vista Grande is the Retirement Trust Foundation's most longstanding project. Our "place in the sun" was envisioned in 1947 by Della Herring, who contributed the first dollar to fund it.

Amenities at Vista Grande

Many of the amenities at Vista Grande find their home in the Community Building. The Mildred Barr Library has books and videos, as well as a comfortable area for reading by the fireplace. The Lillian C. Martino Arts & Crafts Room holds quilting sessions and has an active Project Happiness group that knits blankets and baby items for charities. The Community Building also houses an exercise room where we have a monthly class on using all the equipment. A beautiful gazebo is a picturesque setting for outdoor gatherings.

Vista Grande Convenience

Vista Grande has all the features you would expect from any premier retirement community, including: a coin-operated laundry, private resident mailboxes, monthly resident potluck dinners, organized craft activity sessions, convenient free parking, a fully-equipped kitchen for resident use on special occasions, and an IAAP chapter just for Vista Grande residents!

For additional information or a residency application, call or write today:

**Manager, Vista Grande
Retirement Center
4101 Meadowlark Lane SE
Rio Rancho, NM 87124
505-892-9300**

THE Trust

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Manage Your Time

By Theresa Rose



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e all know about “Time Management,” that dreaded art/science

where we are supposed to become productivity machines, getting as many high priority tasks accomplished as humanly possible. How’s that been working for you? Are you getting everything you wanted done? Are you spending your time wisely, or does it feel like it is being wasted? More importantly, are you spending your time joyfully?

Most of us have learned the traditional method of time management, where all items on our to-do lists get prioritized as high, medium or low, and we are instructed to attack the top of the list with gusto. While this approach looks good on paper, it doesn’t take into account one critical component of the human condition: We never do anything we don’t truly want to do. If we continually force ourselves to work when we don’t want to, we either collapse from fatigue or chuck the whole process and resign ourselves to never having “enough time.”

If you are tired of constantly running on the hamster wheel of life without much to show for your efforts, maybe a

different approach is in order. Here are several ways you can do more with the hours in your day while maintaining a sense of balance and happiness:

1. Get the juices flowing. You will always be more productive if you move your body first. Consider starting each day with some form of movement, whether it’s light stretching and deep breathing, a brisk walk around the block, or a 90-minute killer kickboxing class at the local gym. By bringing some much-needed oxygen to your cells, you’ll find that you will stay healthier, think more clearly and have significantly more energy throughout the day.

2. Honor your clock. We each have a unique internal clock, and our productivity levels can dramatically shift depending on the hour of the day. If at all possible, schedule your most challenging tasks for the hours when you have the most energy. If you notice that your energy level dips in the afternoons, try to perform those activities that aren’t as mentally or physically challenging. Needless to say, crafting that all-important e-mail to your boss’s boss while in the depths of your mid-day slump is not an effective use of your time.

3. Do the fun things first. If you start your workday with the most joyful task, you will set a pleasant tone for the rest of the day. Whenever we experience pleasure, we automatically get a burst of serotonin secreted from our brains. Use that serotonin buzz to your advantage as you address subsequent items you dread.

4. Reframe the Uglies. Unfortunately, there will always be odious things we have to perform at our

jobs, such as creating budgets, completing expense reports, or writing status reports. Instead of incessantly complaining or devising new and different tactics to avoid them, try viewing them through a different lens. All of those ugly tasks can also be seen as important and necessary elements to the employment you've chosen, and they don't need to rob you of your power any longer. Approach each task as if you want to do them instead of have to do them, because that is truly the case.

5. Slow down. We often cause errors or omissions when we operate at a fever pitch for an extended period of time. Instead of rushing through the day, try to savor each task. Spend just a few more moments with each one to make sure it is properly completed. Not only will you save time by avoiding mistakes, you will enjoy the process a great deal more.

6. Choose healthy distractions. Let's face it; there will be times when you just want to goof off. This desire to escape is a natural response to the intense work environment that has been cultivated over the years. Instead of wasting precious minutes surreptitiously watching YouTube, playing an online game, or surfing eBay, think about going to the kitchen to get a nutritious snack, take a walk for fifteen minutes, or simply step outside for a breath of fresh, non-corporate air. Getting away from your desk to clear your head can actually improve your productivity and provide clarity on issues you are struggling with.

7. Celebrate victories. When you finally complete that big project, pop the champagne! Oftentimes we jump so quickly from task to task that we don't stop to appreciate how much we accomplish every day. The next time you finish an assign-

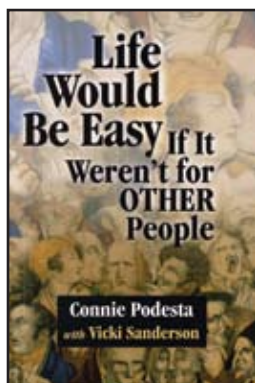
ment, take a few moments to reflect on your efforts and acknowledge your skill and determination. This will give you the fuel you need to tackle the next initiative.

When adopting this new approach, it is important to recognize and accept that there will never be a moment when you get everything done; there will always be undone items on the to-do list. Instead of perceiving your job as a constant battle between tasks and limited time, look at each new day as another opportunity to accomplish great things in a joyful manner. By incorporating these mindful techniques, you will find that you will get more done in a shorter period of time.

Ultimately, each of us wants to enjoy ourselves both personally and professionally, not work ourselves into an early grave. If you find yourself fixated on the elusive destination instead of enjoying the journey of your life, then maybe it is time to stop managing your time so rigidly and start managing your joy. In the end, happiness is a state of being we can all choose, whether our high priority items ever get done or not.

Theresa Rose is an inspirational speaker, radio host and award-winning author of the new book, *Opening the Kimono*. As the founder of Serious Mojo Publications, Theresa specializes in fresh approaches to energy management, productivity and creative development. Her experience includes owning a healing center, senior manager of a Fortune 100 firm, and vice president of a consulting firm. She also hosts the *Serious Mojo Radio Show*, airing on Sarasota's WSRQ AM 1220, www.newstalk1220.com. For more information, visit www.TheresaRose.net.

Book Reviews

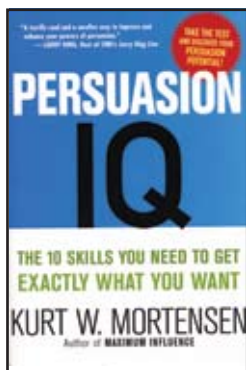
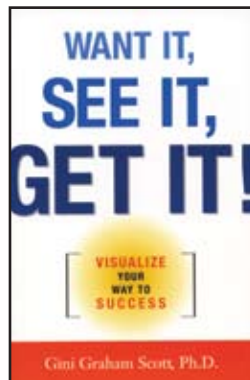


Life Would Be Easy If It Weren't For Other People
by Connie Podesta with Vicki Sanderson
Corwin Press \$28.95

Are you getting manipulated by your teen? Or maybe you're still allowing your mother to make you feel badly. In *Life Would Be Easy If It Weren't For Other People*, the authors show you how to quit wasting energy on impossible people. No matter who the person is, you can take charge of the situation. The book explains the four basic behavior patterns (assertive, aggressive, passive and passive-aggressive) and offers practical examples and real life situations that will help you with the people in your life.

Want It, See It, Get It!
by Gini Graham Scott, Ph.D
Anacom \$15

As children, most of us are taught to repress our natural intuition in favor of more logical thinking. But cognitive studies show that by reclaiming the more immediate, instinctive responses that stem from the right side of our brains, we can gain insights and understandings that help us make better decisions and choices and get what we want more often. *Want It, See It, Get It!* incorporates the latest research on how the brain works and shares easy to learn techniques for using mental imaging and visualizations to see clearly what you want, and how to use that to attract success.



Persuasion IQ
The Ten Skills You Need To Get Exactly What You Want
by Kurt W. Mortensen
Anacom \$21.95

In business and in life, your ability to persuade others can mean the difference between success and failure or between mere success and spectacular success. But do you have a high PR or Persuasion Intelligence Quotient? Can you convince anyone—at work or at home—about anything, any time? Research has shown that persuasion is more of a science than an art. You'll learn it in *Persuasion IQ*. You'll quickly realize how powerful these techniques can be in both business and your personal life.



Going Greener
At Home

By Bruce Tucker

I stopped to buy some gas for my car yesterday and was shocked to see how much higher it climbed. In a matter of a few days gas prices went up on average (in my area) about ten cents per gallon. Not only have the gas prices started to rise but the cost of electricity, which is based on kilowatt hour, has also increased. There are a number of things I have started to do to help save energy and money.

For starters I replaced all of my incandescent light bulbs in my house with compact fluorescents or CFLs for short. They last longer and use less energy. The cost of CFLs have come way down in price and are near comparable to traditional bulbs. The US Department of Energy has estimated on their website that one bulb can save you as much as \$34 per year in electrical costs.

This may cost you some money up front, and that is exchanging your exterior lights, that are always on at night, to motion sensor lights fitted with a CFL. They only use electricity when they detect motion in the area to turn on and since you are using a CFL, there is some savings there as well. Most motion lights have various settings that allow you to have them turn on to motion, turn on from dusk to dawn or work off the light switch.

You can cut down your air conditioning costs in the summer by installing window coverings specially made to block out the sun. You don't have to put them over every window, only the ones that get the most sun. By reducing the amount of sun that enters the house in the warmer months, the less work your AC will have to do.

Finally, although it won't help you reduce your electric bill in the short term, eventually it will pay off, and that is to plant a tree. Planting a tree in the right spot so that it shades your home in the summer and restricts cold winds in the winter will go a long way to reducing your AC bills when it's hot and heating bills when it's cold. Trees require a lot of water to grow, so when you first plant them make sure you give them a lot of water on a daily basis, until it gets to the size where the rain can take care of the rest. If you want to tackle two problems with one tree, plant a fruit bearing tree and when the tree starts producing fruit you can donate it to your local soup kitchen to help feed the needy.

These are just four of the many items that I have started with to cut my energy costs and help save my family some money in the process, and if you are into the "green" movement, all of these items will also help reduce your carbon footprint, which is the amount of greenhouse gas (in this case carbon dioxide) you emit into the environment.

Bruce Tucker is a regular contributor on Bukisa, an online community for writers where writers can submit their articles.



Reaching Goals Through Positive Thoughts

By Arina Nikitina

S

uccess cannot be attained overnight. But, still, it can be attained. Life is too precious to waste living it without a plan or goal.

Say, you have a goal, a dream, a wish you want to fulfill. You'd ask, is that enough? The answer would be yes, as long as you have the assertiveness to reach it.

What you can do is put your mind into something you want to happen. Say, you want to be a writer. Therefore, think as a writer, feel as a writer and be a writer. Practice. Read a lot. Grab all opportunities that would make you a writer. Like everything else that we wish to happen, in reaching for a goal, we should make sacrifices— time, effort, responsibilities, etc.

What Goals To Make

Sometimes setting goals alone is not the only problem that you must face. Sometimes, choosing the right goals to begin with is harder.

The process of setting goals and targets allows you to choose where you want to go in life. By knowing exactly what you want to achieve, you know what you have to concentrate on to do it.

By setting sharp and clearly defined goals, you can measure and take pride in the achievement of those goals. You can see forward progress in what might previously have seemed a long pointless effort.

Goals are set on a number of different levels. In the first place, you decide what

you want to do with your life and what large scale goals you want to achieve. Second, you break these down into the smaller aims that you must hit so that you reach your overall lifetime goals. Finally, once you have your plan, you start working towards achieving it.

Training The Mind

The mind can and should be trained to focus on the brighter things in life, no matter how little or uninteresting they are, so that negative thoughts shall not succeed in creating an undesirable future for us. Here are some ways of training the mind on positive thinking:

- **Start the day with cheers and smiles.**

Your whole day depends on how you greet the morning. Therefore, as long as you welcome it with energy and high spirits, everything will go okay.

- **Plan the day ahead.** It is better to plan your work first; after which, work your plan. Make sure today's goals are clearly defined and absorbed by your mind.

- **Keep your mind focused on important things.** Visualize practicing your actions. Develop a strategy for dealing with problems. Concentrate on things that need to be taken seriously, but at the same time, take time to relax and enjoy.

- **Be detached from the outcome.** Don't be annoyed if you don't get what you desire. However, do your best in everything you do. Only, don't get too attached on the probable results that may only cause disappointments and upsets.

Personal coach and goal setting expert Arina Nikitina has been helping people to achieve their goals since 2002. Visit her blog at www.arinanikitina.com.

Continued from page 2

what new channels can you invent? If your customer base is balking at your current pricing, can you create a lower-priced version of your product or service and sell it to more people or businesses? Could you reposition yourself to address a different target market? Could you pursue leads in another geographic area? Or partner with someone? This is your opportunity to reinvent yourself and your business.

4. Focus on the plan. It's when you're focused on circumstances outside your control that your confidence is undercut. Whether the economy is up or down, there's not much you personally can do about it, unless you're a member of Congress. If you focus on the difficulties presented by the current economy, those difficulties will seem magnified and insurmountable. By focusing on what you want to create—the results of your plan—instead of what you don't want to create, you'll align your efforts and energy positively with your goals.

And that focus is very powerful, because it makes you aware of synergistic opportunities in your environment that you otherwise might be blinded to because your focus is in the wrong place. While sitting in a seminar, you might pick up the perfect idea for a new product launch that will get you closer to your goals. You might hear the elevator speech of a new business associate and realize the potential of a partnership. Just by focusing on your plan, your brain will begin to search for methods by which it can be accomplished. When you're in love, everything reminds you of your lover. When you're in love with your plan, you'll view everything as a possible way to make it come true.

5. Take a risk. You may feel that this is the time for risk avoidance, and maybe there are some risks you should avoid at this time. However, if money can't be made in the stock market right now, should you stop putting money in your 401(k)? Many people have, losing the value of dollar cost averaging—buying low to offset the times when stocks were more expensive—they could be getting right now. Eventually the economy will revive and those low cost stocks will appreciate. A lot.

Likewise, the business risks you take now will pay back big dividends by setting you apart from your competition, building your own confidence, and preparing you for the economic recovery to come.

6. Believe. Ultimately, your belief in your ability to achieve your goals will either hold you back or propel you toward success. Believing wholeheartedly in the inevitable achievement of your goals will cause you to see possibilities, make choices and assume risks quite differently than if you are already of the belief that your goals could not possibly come true.

Give your plan every chance of success: Start by knowing that it is achievable and that you are the one to achieve it. And begin to implement it right now!

Kim Marcille is an expert on the science of amplifying possibility into reality. She's founder of Possibilities Amplified, Inc., and author of *Amp It Up! Secrets from Science for Creating the Life of Your Dreams*. To sign up for Kim's Possibility Tips newsletter, visit www.PossibilitiesAmplified.com or e-mail Kim@possibilitiesamplified.com.

News From The Trust



Don't miss your opportunity to purchase the 2009 Trust pin. The cost is \$5 and you can get it from your chapter's Trust chairman or at International Education Forum and Annual Meeting.

For those of you coming to EFAM, the Retirement Trust Foundation, in partnership with Adecco, will be sponsoring its annual session at IAAP's Education Forum and Annual Meeting this year. Don't miss "Change: Obstacle or Opportunity" presented by Wilny Audain.

Wilny Audain will give practical examples on how to overcome the real and self-made obstacles that change can bring and how to realize goals and dreams not yet attained. Begin a journey of personal discovery that will awaken you to the wonderful things that we can accomplish as opposed to the awful things that we perceive to be in our way.

Wilny will explore the following themes:

- How to navigate when the Earth is round but the world is flat
- Recognizing the positive and negative consequences of change
- Essential skills and attitudes needed to successfully manage the unknown
- Streamlining an overwhelming future into a defined dream
- Setting realistic and functional goals to take you where you really want to be
- Harnessing the potential change offers while avoiding the pitfalls
- Position yourself so you can always have something to look forward to



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Contributions must be received in IAAP Headquarters by June 30 to be counted toward Trustees' Awards presented at the next IAAP Education Forum and Annual Meeting.

Divisions sending contributions for chapters should list each chapter and amount of contribution and attach to this form so those chapters may also participate in the awards.

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