President’s Message

Mari Greer, President

Wow, is it my imagination, or has this year gone by really quickly? I can’t believe it is already May! This month has many special memories of things that have happened in my life, so I always look forward to many of the activities that happen this month.

If you are fortunate to still have your mother and/or grandmother in your life. Try to spend a little time with that person, or if the distance between you is too great, try to remember to call them on Mother’s Day and tell them how much you care about them. Sometimes, it is the simple things in life that mean the most!

My thanks to all of the members who agreed to serve as committee directors and to serve on a committee this year, we certainly could not do this without you!

I am looking forward to ending the year with our summer social! Shelly Green and her committee are finalizing the details and we will be distributing that information to you sometime soon!

I have enjoyed serving as your president this year. It has been an exciting and rewarding time and I have learned a lot! I know you will support Donna Boone and her board as we make that transition on July 1st.

Special points of interest:

- Education: The Journey of a Lifetime
- How to Handle Challenging Situations
- Special Award Recognition
- Past Presidents & Retirees
- Football and Religion
- Website Creation

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UNOPA M.A.G.I.C.

Making
A
Greater
Individual
Commitment

Education: The journey of a lifetime

Donna Boone invites you to attend the Installation of the 2011-2012 UNOPA Officers.

May 10, 2011
11:45 p.m.

Hardin Hall Auditorium
East Campus

This will be a very humbling occasion for your elected officers and we would all enjoy having you be a part of this event.

The deadline to RSVP to Belva Harris is Wednesday, May 4, be sure to send in your flyer.

Deadline to register: MAY 4
http://unopa.unl.edu
UNOPA Spring workshop recap

Tonda Humphress, Career Development Co-Director

Wow! On April 14, we held the UNOPA Spring Workshop with Presenter, John Goldrich, at the East Campus Union. John, who currently works in the Counseling and Psychological Services Offices of the University Health Center, shared many amazing and applicable examples from his own life experiences to help us learn how to provide great customer service while keeping safety in mind. He was practical, entertaining, and responsive to audience questions and comments. Some of our attendees comments include:

- “I enjoyed the enthusiasm of the speaker.”
- “I enjoyed watching John go into ‘calming mode’, lowering his voice, gestures, etc. Very good examples of being physically calming.”
- “The subject matter itself was very timely to me in my job.”
- “[I enjoyed the] comments that were freely expressed by the participants.
- “The presenter was entertaining. I liked how he involved the group by asking questions and giving examples of situations that fit with each office.”
- “I liked that it wasn’t a lecture, he kept us involved, was open to questions and made it personal.”
- “It was interactive, but not intimidating. It was enjoyable, even though the topic was very serious. I was amazed/dumbfounded at the real-life experiences that people on campus had.”
- “THIS WAS GREAT!”

John did a fantastic job and gave us some great tips (#1—You have to remain calm and speak in a calm voice and show that you are listening to the client; it’s worth repeating). But I also want to acknowledge our wonderful audience. Their participation was open to questions and the attendees provided a well-rounded discussion on situations faced by everyone and provided responses to those specific situations. Even though the topics were serious and important, enough humor was included so that we really had a fun learning experience.

In addition to the workshop, we enjoyed the basket raffle. I wish to thank the Employee Concerns Committee for the Tea for Two Basket, the Career Development Committee for the Movie Night basket, the UNOPA Executive Board for the Cooking Magic basket, and the FROLIKers and PSP Endowment Committee for their combined donation of $80 for our donation efforts. All together, from the raffle ticket sales, the $80 donation and the net profit from the workshop registrations, we were able to donate a total of $321.47 to the Bradley Munn Professional Growth Fund. Thank you to all who participated.

CONGRATULATIONS go out to our basket winners: Mary Klucas (Teas for Two), Gretchen Walker (Movie Night), and Kimberly Christiansen (Cooking Magic).

Election results

Beth Zager, Nominating Director

I am happy to present the election results for your 2011-2012 UNOPA Officers.

President:
Donna Boone

President-Elect:
Cathy Robertson

Recording Secretary:
Mary Klucas

Corresponding Secretary:
Lainey Bomberger

Treasurer:
Jennifer Arnold

Thank you to all who took the time to vote in UNOPA’s election and everyone who allowed their names to be placed on the ballot. I am looking forward to another great year for UNOPA!
UNOPA honored one University of Nebraska employee at the Annual Rose Frolik and Past Presidents and Retirees luncheon on April 12, 2011. The Rose Frolik Award was presented to Mary Guest, CEOE.

The judges were recognized during the luncheon even though they were not able to attend. They were: Dr. Nancy Biggs, Associate Superintendent for Human Resources, Lincoln Public Schools; Kelly Herrell, R.N., BryanLGH Medical Center West, Behavioral Unit; and Captain Jon Sundermeier, Commanding Officer, Criminal Investigations Center, Lincoln Police Department.

The Rose Frolik award was created to honor an UNOPA member who demonstrates the attributes of UNOPA’s Founder and first President, Rose Frolik. Rose was an enthusiastic person who challenged life and felt that “how you do your job may be a lot more important than what you do.” Any UNOPA member who has been an active member for at least the last five years is eligible. Members of the Awards Committee including the Director and UNOPA elected officers are ineligible. Also individuals who have previously received this award are not eligible.

Mary Guest, CEOE, Administrative Technician for the Office of Vice Chancellor for Student Affairs, was presented the Rose Frolik Award. Sandy Lineberry presented her with an engraved plaque, a $600 cash award, and a one-year UNOPA membership. She was nominated by Gretchen Walker, CEOE, and Linda Ratcliffe, Center for Great Plains Studies.

Congratulations to the 2010-2011 Rose Frolik award winner!

Barb Homer, Awards Director
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The Awards Committee received seven nominations; however, one nomination was ineligible due to a lapse in her membership year. The six nominees were: Jeanette Fisher, Administrative Assistant for the Department of Facilities Planning and Management; Joan Frederick, Financial Officer for the INTSORMIL Program; Mary Guest, CEOE, Administrative Technician, Office of Vice

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The Rose Beyond the Wall
Near a shady wall a rose once grew,
Budded and blossomed in God’s free light,
Watered and fed by morning dew,
Shedding its sweetness day and night.

As it grew and blossomed fair and tall,
Slowly rising to loftier height.
It came to a crevice in the wall,
Through which there shone a beam of light.

Onward it crept with added strength,
With never a thought of fear or pride.
It followed light through the crevice’s length,
And unfolded itself on the other side.

Scattering fragrance far and wide,
Just as it did days of yore
Just as it did on the other side, just as it will forevermore

—A.L. Frink.
This is my third year as a member of UNOPA. I have never been able to attend the annual Rose Frolik award luncheon honoring the Past Presidents and Retirees. What a great event! Kudos to Mari Greer for adding the Easter bonnet competition! Sandy Lineberry did an amazing job in celebrating the lives of our past presidents who have passed on. There were 20 past presidents in attendance and 3 retirees. The past presidents in attendance pictured in the photo on the left included (front row L to R: Gretchen Walker, CEOE; LaRita Lang; Linda Arnold; Sandy Lineberry; Jan Wacker; and Jan Harris; middle row L to R: Mary Guest, CEOE; Peg Johnson; Rhonda Zugmier; Diane Wasser, CEOE; Janice Wassenberg; Edie Schleiger, CEOE; Lorraine Moon; Pat Hust; Christine Cary, CEOE; and Marcia Rawley; back row L to R: Carol Bom, CEOE; Lola Young, CEOE; Kathy Bennetch; and Donelle Moormeier). The retirees in attendance included: Jan Shamburg, Judy Yeck and Dora Dill.

The Professional Standards Program (PSP) Endowment Committee of the University of Nebraska Office Professionals Association went back to Ancient Roman days and football at their 5th annual PSP Luncheon on April 2, 2011. Commentators on college sports have alluded to how football programs at certain universities achieve such a high status among their fans that it almost becomes a religion. Some might argue that Nebraska football has reached that level. As an archaeologist who understands the workings of ancient Roman culture and being a fan of college football, our featured speaker, Dr. Michael Hoff from the Department of Art and Art History at the University of Nebraska-Lincoln was struck by the similarities of this religion and college football. In his presentation, Dr. Hoff shared insights on how UNL’s football program, like ancient Roman religion, is an institution that binds together the different populations within the state. It was a diverse audience this year with both men and women attending the event to hear how Ancient Roman Religion and Nebraska football are similar. Much laughter was had by all in attendance. The luncheon was held at Vine Congregational Church. In addition to the presentation and lunch, a silent auction was enjoyed by all guests and committee members. Donations by PSP Committee members and various Lincoln businesses contributed to a very successful auction.

UNOPA members on the Committee were Jeanne Andelt, Kathy Bennetch, Debbie Hendricks, Pat Hust, Tricia Liedle, Linda Luedtke, Lorraine Moon, Cathy Robertson, Edie Schleiger, Doreen Wagenaar, Gretchen Walker, Diane Wasser, and Lola Young.

Watch for information on our 6th annual PSP Luncheon in future newsletters to be held Spring 2012 in March or April.
In this article, we focus on what everyone should focus on when they start a website and the marketing of it. This would be the **Keyword Research**. So many people want to get started on link creation or website optimization right away. They forget that everything starts with the keywords that will go in your Website Name, URL and content on the site itself. While some of these tips may be a little tedious, they are all important. I hope this helps you to achieve your goals that you have for your website on the internet. Let’s get started.

- Your domain name should have the **keyword** in it. This is mandatory. Stay away from cute “nicknames” for your business that have none of the keywords that describe your business niche. This makes our job as website marketers twice as hard when there are no keywords in the Domain name.

- The URL of the website must have the keyword in it. Again, this is mandatory. Our website name, for instance, is Tomorrows Online Marketing. This is also our URL. The phrase Online Marketing is among the most used on the internet. It gives us an instant leg up on a lot of our competition.

- Use Google’s Keyword Tools, such as Google Suggest or Google Keyword Tool to help you come up with the combination of keywords and phrases to use on your site. Remember, just because you think a phrase you came up with would be popular does not mean everyone else does. Doing this step up front will save you the hassle of rewriting your content and headings later. Trust me; we’ve all made this mistake.

- Your titles must have the keyword in it. If possible, try to wedge in your keyword in every subheading you use as well, provided that there are not too many. Specifically, use your keyword in all of the H1, H2, and H3 tags that you use.

- Your keyword must figure somewhere in the first sentence of the article. Google looks for keywords throughout the article. However, the earlier it finds this keyword(s), the more prominent it figures in your scoring.

- Your keyword must figure somewhere in the last sentence of the article. This has to do with content and relevancy of the keyword to the article. For whatever reason, Google also finds keywords at the end of the articles easier.

- Use at least one outbound link to an external page, (a page outside of your own website) with the keyword acting as an anchor text (title of the link). What this does is give credence to your **keyword** not only being important to your page, but to other outside websites as well. This lends itself to link relevancy, which Google scores extremely high on within its very complicated formula to help rank websites with.

- Use your keyword to a density of 2 to 4% through the webpage. Less than this will lead Google to rank your content lower than it would other sites in your market. However, if your keyword density is more than 4%, it looks like you are trying to stuff your articles/text with keywords to manipulate the rank. This could lead to your site getting suspended or blacklisted by Google. None of us want that, do we?

- Your pages should have at least 400 (preferably 500 minimum) words of actual content. I am talking about the relevant pages on the site, not contact us or driving directions. Google scores your site on providing meaningful content to its viewers. By using a 500 word minimum, you are also making sure that your page has at least 10 keywords on it to maintain that 2-4% keyword density that is vital in helping you in your rankings.

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**Save the dates!**

**UNOPA Summer Social**

Join your UNOPA friends for a tour of the UNL Dairy Store!

**Wednesday, June 14**

3:45—5:30 p.m.

Following the tour there will ice cream, socializing, fun, food, games, and giveaways.

Join us and invite a friend too!

A registration form will be forthcoming.

See you there!

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**Brick of Remembrance Placed**

The Nebraska Educational Office Professionals Association has purchased a brick of remembrance to be placed in honor of Becky Hastings in the Veterans Memorial Garden in Antelope Park.

The dedication ceremony will be:

**Saturday, June 11**

10:00 a.m.

The inscription on Becky’s brick will read:

REBECCA S. HASTINGS
MSGT 115TH ARW
1/22/87—1/22/10

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**Technology tip**

Wayne Boesiger, Tommorrow’s Online Marketing

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Calendar of Events

May
3  Board Meeting
5  Deadline for NEON article submission
8  Mother’s Day
10 General Meeting — Installation of Officers
13  Deadline for UNOPA Notes
21  FROLIKers meeting, 9:30 a.m., Pantry Restaurant
30  Memorial Day
31  Early Bird Registration deadline — NAEOP Conference

June
11  Brick of Remembrance Dedication, 10:00 a.m., Antelope Park
14  UNOPA Summer Social, 3:45-5:00 p.m., East Campus Dairy Store