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Nebraska Educational Office Professionals Association (NEOPA)

November 15, 2014

Volume 51, Issue 1

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The purpose of
NEOPA is to provide
professional
development and
support to
educational office
professionals.

From Our NEOPA President

The holiday season appears to have arrived the day after Halloween as the stores put away Halloween items and replaced them with holiday items. Soon, we will be involved with shopping, baking, cleaning, and endless other items in preparation for all of the upcoming holiday events at home and at work; but let's take some time to slow down just a little. Let's reflect on what this season is really about – a time to be grateful.

Recently, there has been a trend on Facebook to challenge your friends to identify and share three things each day for five days for which they are grateful. Whether or not you see any value in Facebook, I feel this particular campaign has some merit. Too often, we go through our days, our weeks, our lives, without truly appreciating all the good that surrounds us.

The practice to identify three things each day to be grateful for encourages us to really look at the small things that we take for granted. It's easy to see the "big things" that most of us are grateful for – family, health, friends, home, food, etc. But after you get through with the "big things" on your list, it takes some thinking for most of us to identify the little things that are good every day.

Too often we get wrapped up in our "to do" lists, which frequently are way too long. We

Mary Guest, CEOE

worry and fret and stress about how we are going to complete all the tasks we have assigned ourselves. The practice of taking a minute to identify the things for which we are grateful helps to relieve some of the stress and keeps these tasks in perspective.

I encourage each of you to start your day, every day – don't stop at five days, identifying three things for which you are grateful. As you put this into practice, you will also be living many of the core principles of Jon Gordon's "Soup". You will find it easier to:

- show you care for members of your team through encouragement, empowerment and coaching,
- bring your best ingredients (skills and talents) to the table,
- lead with optimism,
- show appreciation which is heartfelt, authentic gratitude, and
- create meaningful relationships.

For many people it takes a conscious effort to be optimistic and to see the positive in challenging situations. Let's all be mindful to be grateful every day!

Save the Date!

The North Central Area Professional Development Day will be hosted by NEOPA and LPSAOP. Members from 10 states and Canada will be invited to attend this event. Join your colleagues from K-12 districts, district offices, community

colleges, and institutions of higher learning across Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin. Mark your calendars for April 24 and 24, 2015.



Local Association News: WEOPA

Each year in September WEOPA's current Board members plan a friendship salad luncheon. The 2014-2015 WEOPA theme of, "Finding Direction" and fall were incorporated into the decorations. All members who attended brought a salad to share and were encouraged to bring a guest whom we then tell of

our great organization to as well as invite them to join. We use this time to enjoy each other's company, food, maybe a game or a prize drawing, as well as a recruiting tool by making people feel welcome! This September we had one guest attend and it was a nice time had by all!

Submitted by Amanda Hank



WEOPA members remembered 2013-14 NEOPA President Gretchen Walker with a "Steppin' for Gretchen" walk on the Wayne State College campus on October 31, 2014. Members who could make the Lincoln walk in Holmes Lake Park were

encouraged to attend. For those who couldn't attend the Lincoln event, the walk in Wayne was our way of honoring a dear friend and fellow NEOPA member. Donations can be made at any time by following the link that

takes you to "Making Strides Against Breast Cancer" page, which will make donations in Gretchen's name:

<http://bit.ly/1pc1ioX>

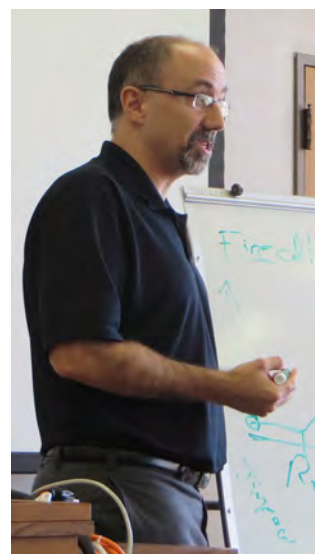
WEOPA Hosts NEOPA Fall 2014 Workshop

On Friday, October 24th, the Fall 2014 NEOPA Workshop was held on the Wayne State College Campus. Our morning speaker was Jenny Herrick who enlightened us how we could have "Joy on the Job!" and another explaining and demonstrating that "It's Laughter We're After." She kept us in stitches with her real life experiences and how our sometimes difficult real-life situations can be turned around by adding a healthy dollop of humor. As Jenny reminds us, "Life is too short to be serious."

After an excellent noon meal served by the Chartwells Food Service, we were informed of multiple ways of how we can be attacked through Identity Theft and what we can do to protect ourselves. Campus Security Manager Jason Mrsny provided us with educational material to help us to take charge and fight back against this crime of criminal impersonation. Wrapping up our afternoon speakers was John Dunning, Chief Information Officer at WSC, with an up-to-date report of criminal activity in the cyber world. One of the many good messages of his that many of us can apply to our lives is how far reaching Facebook material travels and how we should be wary of our postings.



WEOPA Fall Workshop Photos



Upper center photo: Speaker Jason Mrsny; Right upper photo: Speaker Jenny Herrick; Mid: Member Joan Wilkins and Jenny; Mid-Right: Speaker John Dunning; Left Lower: Active participants during Jenny Herrick's keynote presentation

Prior to Friday's events, WEOPA hosted a Thursday evening social at The Max where we enjoyed appetizers, socializing, and decorating pumpkins and gourds. This photo shows some of the attendee's handiwork.



Photos from Fall Workshop in Wayne, Nebraska



Mary Guest presented two awards to members who did not receive them at the NAEOP conference in July.

LaSon Stapleton, (left) OEOPA, accepted an award for Kitten Slezak, of the OEOPA News. Joyce Trevett, (right) WEOPA, received an award for her work on compiling the Louise Henderson Nelson award for the NAEOP competition. Congratulations!



Debbie Hendricks, CEOE, NEOPA's PSP Director, handed out certificates of recognition to some of our members who had re-certified their Professional Standards Program certification in 2014-2015. Diane Wasser helped hand out the certificates.



The purpose of NEOPA is to provide professional development and support to educational office professionals



L to R: Carol Bom, Linda Luedtke, Suzanne Penn, and Joyce Trevett received certificates for re-certifying their PSP certificate. Nancy Harter also received recognition for re-certification.

Many thanks to Joan Wilkins for taking and sharing her photos of the workshop!



NEOPA Administrator of the Year: Dean Marjorie Kostelnik

Dean Marjorie Kostelnik was announced at the Fall conference in Wayne as the NEOPA Educational Administrator of the Year.

Marjorie has served UNL since 2003 as Dean of the College of Education and Human Sciences. She obtained degrees at the University of Pittsburgh and Penn State University. She was also honored as UNOPA Boss of the Year in 2007. Marjorie's nomination stated, "She has a wonderful, warm personality that we all enjoy. When we think of innovation, talent, creativity, achievement and hard work, we think of Dean Kostelnik." Her nominator, Lisa King states, "There was no lack of volunteers willing to write recommendations."

Marjorie was unable to travel to Wayne to receive her award. She received her award at the Oldt Awards and Bosses' Luncheon at UNL during the UNOPA general meeting on November 11.

As a recipient of this award, she will receive a plaque, a \$250 stipend, and a free one-year membership to NEOPA.

Congratulations, Dr. Kostelnik!



NEOPA Educational Office Professional of the Year: Barbara Homer

Ms. Barbara Homer was awarded the 2014 Educational Office Professional of the Year Award at the Fall NEOPA Workshop. Ms. Homer has served as the Secretarial Specialist for the University of Nebraska-Omaha School of Criminology & Criminal Justice since October 2002.



Barbara has been an active member of the University of Nebraska Office Professionals Association for almost 20 years, and during that time has served as a director of nine various committees and a member of another 11 committees. Ms. Homer has also been active in NEOPA and the national association, NAEOP.

Her nominator states that she exemplifies the essence of all this award recognizes: extraordinary service to the university, commitment to professional development, and leadership on both a personal and professional level. Ms. Homer has also dedicated many hours in community service projects such as YWCA Job Outfitters, phone cards to servicemen from Nebraska, Lied Center Ambassador, and the Christmas Giving Tree Program with the Lincoln Action Program.

Ms. Homer is described by her supervisor as a person of integrity demonstrating flexibility and professionalism in her willingness to help others. Over the past 18 years, she has attended over 30 professional growth workshops in an effort to continue her self-development and professional growth.

Ms. Homer was given a plaque, a \$250 stipend, and a free one-year membership to NEOPA. *Congratulations, Barb!*

Editor's note: As NEOPA Professional Development Scholarship winners, each recipient is asked to write an article about their experience at the national conference. This year, Mari Greer and Barbara Homer were awarded a scholarship to pay their registration fee for the NAEOP conference.

2014 NEOPA Member Scholarship for the NAEOP conference by Mari Greer

July 12, 2014-I flew from Omaha to Portland, Oregon with fellow NEOPA member, Edie Schleiger, to attend the 80th annual NAEOP conference.

July 13-Edie and I checked in at the conference registration desk. At 10:00 a.m. we went on a bus tour of Portland. We went to the International Rose Test Garden. From Cathedral Park, we saw the beautiful St. John's Bridge with its unique architectural features, and drove through the downtown areas, seeing the Alphabet and Pearl Districts. We also stopped and got a couple of doughnuts at Voodoo Doughnuts, a location that's been featured on several food shows. After returning to the hotel, we headed across the street to the Lloyd Center Mall to do a little shopping and had dinner at Stanford's restaurant.

July 14-The conference begins! I attended my first briefing, "Feedback Communications...the Avenue to Relationship Greatness". My second briefing was "Proofreading and Minute Taking." My final briefing for this day was "Ultimate Educational Office Professional." After the briefings, I had a little time to relax before heading to dinner with fellow NEOPA members, Edie Schleiger, Debbie Hendricks and Diane Wasser. We had reservations at the Portland City Grill, located on the 30th floor of the US Bancorp Tower, Portland's second-tallest building, known as "Big Pink." The views of the city, Willamette River, bridges and mountains were just spectacular from our window side table! The food and wine were delectable. A wonderful time was had by all! After dinner, we returned to the hotel to meet with Mary Guest, NEOPA President and other Nebraska members who were going to be Advisory Council delegates/alternates. We discussed the items on the Advisory Council agenda.

July 15-Back to the Lloyd Center Mall for a little more shopping. I returned to the hotel and attended the briefing "Followership, If you Lead, Will I Follow?" After dinner was the Opening Session/Flag Ceremony. The Nebraska delegation wears our "state colors" of navy and gold/yellow for this meeting. As always, seeing all of the U.S. flags in one place is quite a sight! Mary Guest carried in the Nebraska flag and Lola Young, NAEOP Immediate Past President, carried in the NAEOP flag. NAEOP President Cathy Eberle opened the session and we heard from Keynote Speaker Dr. Gene Sharratt. After the meeting, all of the Nebraska attendees went out by the swimming pool, where we had our group picture taken by the NAEOP conference photographer.



Members stand during flag ceremony

July 16-I attended the Advisory Council delegate's meeting, then went to the Advisory Council meeting. I was part of the discussion group for the item that NEOPA submitted proposing all NAEOP award applications be submitted electronically to help cut down on printing and postage costs. This item was voted on and approved by the Advisory Council delegates and the general membership. After Advisory Council, I went to the Exhibit Hall and looked at all of the Special Projects booths that were there. I bought some raffle tickets for the state baskets that were on display, and put my tickets in several different sacks hoping I had a chance to win just one! I attended the Higher Education Council meeting that was a working lunch. We returned to the second general session where we got to vote on nominees for some of the different NAEOP committees. The NAEOP Foundation annual meeting was also held during this time. After this general session, they had the drawings for the state basket and other raffle items from the exhibit hall. I was lucky enough to win the basket from the Florida EOP. After the drawings, we went and changed clothes to get ready for the social hour and PSP/Awards banquet. We had two NEOPA members (Tami Friend and Barbara Homer) who were present to receive their PSP certification and/or upgrade, and one present (Carol Bom) who had re-certified during the year. After the banquet, we had a small celebration in Debbie Hendricks and Diane Wasser's room to recognize our NEOPA members for all of their hard work in achieving their certifications.

July 17-We had our Area breakfast and had a great discussion about what our new combined area should be called. After the discussion, we voted on calling our blended area the North Central Area. We made a motion to present at the third or fourth general session, requesting our new combined area be called North Central Area. Each state gave a brief summary of the activities they were working on and gave information on upcoming conferences and events. "Save the Date" postcards advertising our Area Professional Development Day and NEOPA Spring Conference on April 24 & 25, 2015 in Lincoln, NE were distributed to everyone present. The third general session started and we continued with the business meeting and election of members for the NAEOP committees. There was a brief "celebration of life" ceremony recognizing NAEOP members and their family members who had passed away in the previous year. The fourth and final general sessions were held. NAEOP awards were presented. NEOPA received the following awards: Louise Henderson Nelson Award, 2nd place; Website Award Non-Professional State, tied for 2nd place. Lisa Morehouse, NEOPA member received 2nd place for recruiting 13 new NAEOP members. After all of the awards were presented, the 2015 conference committee had an uplifting skit/presentation about the 2015 NAEOP conference that will be held in Buffalo, NY. The state flags were retired. After the session, it was time to change clothes and get ready for the installation banquet.

July 18-Heading home. I had to leave the conference hotel on the shuttle at 3:45 a.m. It was a short night! My flight left Portland at 6:10 a.m. and I met Edie Schleiger and Diane Wasser in Denver when their flight arrived. The three of us then took the same flight back to Omaha. I arrived home at about 7:00 p.m. It was a great trip. If you have the chance, I'd encourage everyone to attend at least one annual NAEOP conference. It's a wonderful experience and you'll meet some new people and make new friends!



2014 NEOPA Member Scholarship for the NAEOP conference by Barbara Homer

I attended the national conference in Portland, Oregon, July 14-17, 2014. I registered for the Institute sessions for two days as education credit. The class was the Speaker's Bureau Training. The presenters were: Linda Sockwell, Jana Worthington, Shirley

Barbara and one of her mentees

Haswell and Debbie Wade. We learned how to sharpen our presentation skills in two full days of specialized training. The topics covered were: Basic Standard Speech Training, You and Your Public Image, Pitfalls of Public Speaking, Keeping Your Audience's Attention, Framework for a Dynamic Presentation, and Developing Your Speaking Style. At the end of the final day of class, we were given a question and had to give a five minute mini presentation about that topic or you could use one of your own topics. The speech was evaluated by the judges. My question was, what would you rather be, wise or intelligent? I chose intelligent, as I want to continue to learn, grow and experience new things and become more involved in my local, state, and national organizations. I truly enjoyed the Institute sessions this year, as this training was all about how to become a better speaker and/or presenter. This is an area in my life that I constantly seek to improve.

On Monday evening, I attended the First-Timers Reception as I was a mentor for two First-Timers: Carolyn Hostetler, Seattle, WA and Robert Sundquist, Boise, ID. It was one big birthday party with all the trimmings and I answered any questions the mentees had. Everyone had a lot of fun!

Tuesday evening was the start of the national conference where we always have a very moving flag ceremony. The keynote speaker was Dr. Gene Sharratt who is a member of the Washington Association of Educational Office Professionals and Executive Director of the Washington State Achievement Council. The topic of his speech was "Going Up? Yes, Clear to the Top!" He said that successful office professionals maintain high expectations for their performance and the performance of those around them. He was a very interesting, entertaining and enjoyable speaker.

-- continued on page 11

Local Association News: LPSAOP

Submitted by Diane Taurins



The inaugural LPSAOP Craft Fair and Bake Sale held at North Star High School on October 4 was a success for the organization, making over \$1700. It was exciting to raise enough money to fund the Dianne Grieser Memorial Scholarship in one event!

Association members also contributed baked goods which added close to \$500 to the total profit.

Thanks to all the NEOPA members who came and checked it out and showed their support!



LPSAOP Craft Fair Committee, pictured left to right:

Brenda Spieker, Shannon Lynch, Mackenzie Hahn, Cassie Macke, Cynthia Leitt, Melissa Folsom, CEOE

Not pictured: Debbie Doolittle, CEOE, Tami Friend, CEOE, Mellissa Bailey, and Nancy Sedlack

The Community Networking Committee helped at the Foundation for Lincoln City Libraries Annual Book Sale at the Lancaster Event Center the weekend of October 4.

Pictured left to right:

Aleta Stone, Raquel Jensen, Vicki Fasnacht



Local Association News: NDE BRIDGE

In June, NDE Bridge held installation of officers. We have some new members on our board, which helps make it an exciting year. President: Lora Sypal; Co-Vice President: Lindsay Ickes; Secretary: Katherine Williamson; Treasurer: Missy Jochum; and Immediate Past President, Heather Richey, CEOE. We also have three community leaders who serve on our board: Engage: Tricia Parker-Siemers; Enrich: Carol Bom, CEOE; and Explore: Holly Johnson. Our theme for 2014-2015 is "Building Relationships...Supporting Education."

At the end of the installation, a poem by an unknown author was read "Are You a Builder or a Wrecker?" (which can be found on the last page of this NEON).

In August, we held our annual membership drive which included a dessert social. This was a huge success! We gained tons of new members and had several members renew their membership. A free membership was given away to one of our members who signed up at the membership drive. Jill Weatherly won the free membership for 2014-2015.

We were excited to have our first general membership meeting in September. The topic was BRIDGE 101. A lot of people attended the meeting and were informed about NDE Bridge. This year NDE Bridge's general membership meetings are being tied into the book SOUP, that NEOPA members are also reading. NDE Bridge members are also participating in a weekly book club. Members also attend a Monthly Munch Mob. This is a monthly lunch outing for members to participate if their schedules allow them to attend. It's really a great opportunity to get to know members outside of the office. We try to go the third Friday of the month.

October's general membership meeting was focused towards Creating Engaged Relationships: The Value of Project Management at NDE. This was an interesting presentation, full of a lot of wonderful information, presented by one of our own members, Victoria Green.

Members also participated in the Making Strides Against Breast Cancer at Holmes Lake. It was a beautiful day, and we were pleased to walk in honor of Gretchen Walker.

Submitted by Lora Sypal



NDE Officers L to R: Katherine Williamson, Missy Jochum, Lindsay Ickes, Lora Sypal



Congratulations to PSP Recipients

At the fall workshop, Debbie Hendricks presented some re-certification awards and announced some new PSP award recipients.

PSP Certificates – May 15, 2014

Barbara Homer	Advanced I, Option I
Nancy Myers	Advanced III, Option I & CEOE

PSP Certificates – September 15, 2014

Amy Chandler	Advanced II, Option I
Heather Richey	Bachelor Degree, Option II & CEOE

Recertifications – May 15, 2014

Carol Bom	Advanced III, Option I
Linda Luedtke	Advanced III, Option I
Jane Moorhouse	Bachelor degree, Option II
Suzanne Penn	Bachelor Degree, Option II
Carol Reed	Advanced III, Option I
Joyce Trevett	Bachelor Degree, Option II

Recertifications – September 15, 2014

Jaime Cunningham	Bachelor Degree, Option II
Nancy Harter	Advanced III, Option I
Margaret Proffitt	Advanced III, Option I
Nancy Summers	Advanced III, Option II

NAEOP Voting:

If you are a NAEOP member, voting is now in progress for NAEOP board positions. If you are a member and did not receive the voting information, contact Debbie Geib, NAEOP Executive Director, debbie@naeop.org. The bios and statements of interest for all candidates are posted on the NAEOP website in the Members Only section. Before you vote, take some time to read through this information to be an informed voter! It is nice to see such a full ballot with many members willing to serve the members. The North Central Area has three members running for office. **Voting will close on December 1.**

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<http://neopa.unl.edu>

Learn from and about our local associations:

<http://lpsaop.lps.org/>

<http://unopa.unl.edu/>

<http://insidende.education.ne.gov/ndeopa/ndeopa%20index.html>

Follow NAEOP on the web:

<http://naeop.org>

News to Note:

The final step in our Strategic Planning, Part 1, was to revise the Bylaws. Several town hall meetings were held to afford NEOPA members the opportunity to ask questions and provide feedback. We are now ready to review them and vote!

Two documents are posted on the NEOPA website: the original Bylaws with markup showing the proposed changes and the revised Bylaws with proposed changes incorporated. (<http://neopa.unl.edu/>)

In accordance to the Bylaws, notice is being given to the members that voting will begin after the revised Bylaws have been posted for 30 days. Voting will take place December 15-19. Please remember that the Bylaws are the “rules” of the association and the Standing Rules are the “customs or practices” of the association. Some items have been moved from the Bylaws to the Standing Rules to reflect this.

Pasta Fundraising for NEOPA

Great news! NEOPA is fundraising with Fun Pasta this fall!

NEOPA is raising money for their annual student scholarship and asking members to help support this great cause.

What is Fun Pasta?

Fun Pasta is pasta shaped like the holidays, sports, collegiate team logos, and more. Go to the website below and see the wide variety of shapes for every occasion. The products are healthy, fun, and affordable – and make great gifts, too! A bag of Husker pasta is a great stocking stuffer.

How can you help?

Every sale helps support our group and gets us closer to our goal.

SHARE our Webpage Link on Facebook, Twitter, and Email!

<http://www.funpastafundraising.com/shop/neopa>



Out-of-town relatives and friends can now order directly from the company and NEOPA will get the credit. 40% of these sales go directly to us! (excludes shipping cost). There is a flat rate shipping charge of \$6.95, but they ship within a couple of days. If your order is over \$75 shipping is free.

Last day to order is Dec. 5, 2014!

If you have any questions, please feel free to contact Linda at:

Linda Luedtke, 402-435-4752 (Home phone)

lluedtke1@gmail.com

address: 5316 Mission Ln, Lincoln, NE 68521

More details at: <http://go.unl.edu/i493>

Homer, continued from page 7

On Wednesday morning, I attended a briefing, "The Magic of Being You!" presented by Debbie Wade (TX). The class was all about discovering the magical secret of being you. You can grow with the magic inside of you- just have to believe in you. Debbie is such a delightful, energetic and most entertaining person. We then had the Higher Education Council Lunch and Meeting. We were given two different scenarios and divided among groups to come up with solutions for each scenario. Sandy Lineberry gave a very moving inspiration that Lola Young had written in memory of our dear friend, Gretchen Walker.

Wednesday evening was the PSP Banquet where the recipients were honored for receiving some level of their PSP certification. I was recognized for obtaining my Advanced I Option I. Also, the Educational Office Professional and Educational Administrator of the Year recipients were recognized. There was also a reception for the NEOPA honorees hosted by NEOPA.

Thursday, the final day of the conference, was the Central Area Breakfast and meeting. We nominated and voted for members to serve on various NAEOP committees. I am serving on the 2014-15 Scholarship Committee under Susan Belliston's leadership. We also changed our area name to North Central Area.

That evening was the installation banquet where Betty Napolitano and her board of directors were recognized and installed and immediately following was the reception. I truly enjoyed this conference and was able to do some networking and learned some new things that I can use in the workplace.

Social Media: Your Online Professional Gold Mine

By Julie Perrine, CAP-OM, MBTI Certified

Thursday, June 20, 2013

Every time you like, friend, tweet, follow, or connect, you're using social media to leverage your professional digital presence – whether you intend to or not.

Oftentimes, admins attempt to segregate their personal and professional accounts by using a specific social media platform for one or the other purpose. For instance, someone might use LinkedIn exclusively to grow their professional network, and Facebook to post personal updates and keep tabs on their friends. What many don't realize is that the line between personal and professional social media use is extremely blurry.

Dispelling a Social Media Myth

The separation between personal and professional social media usage is a myth. It simply doesn't exist in today's digital age, regardless of the latest privacy settings or security updates. If you post something online, you should expect that friends, colleagues, and potential employers alike could read it. If you're in the professional world, and you're online in anyway, what you're posting, liking, and tweeting is part of your professional digital presence. This isn't meant to scare you into abandoning all forms of online communication; rather it's to encourage you to use them wisely and to your advantage.

Harnessing Social Media's Professional Advantages

When used properly, social media is a virtual gold mine for leveraging yourself professionally. There are significant professional advantages to putting yourself out there in the digital world, and doing so requires a negligible amount of your time. You don't have to be overly tech-savvy to reap these rewards either. Most of these benefits can be achieved by anyone who's comfortable using email and the Internet.

- 1. Build and establish your personal brand.** You are a brand. Not in the same sense of Apple or Coca-Cola, but your individual set of skills and talents represent a specific “product” that you offer to an employer. Social media allows you to build your brand in the same way it helps recognizable companies improve theirs: by capturing people's attention. In your case, your aim is to catch the eyes of current and prospective employers and recruiters. To do this, register with the social media platforms you're comfortable with; create a profile (or profiles) that represent you and your skills in the best light possible; and start posting! Tell your friends or followers your thoughts on the latest industry news, post a review of a relevant book you've read, or share your thoughts on a new research report or survey. Just remember, everything you post is a reflection on your personal brand.
- 2. Attract potential employers and recruiters.** If you're in the market for a new job or you're considering changing companies anytime in the near future, you need a social media account...or two! LinkedIn and Twitter are hotbeds for recruiters and many troll these platforms and professionals' profiles in search of prospective job

candidates. Social media platforms are also ideal for quickly and efficiently communicating your job-search efforts. Just make sure your current employer is aware of your intentions before you spread the word amongst your networks. You don't want them finding out you're planning to jump ship via a social media update.

3. **Connect with companies and their leadership.** Social media outlets offer a great avenue for staying up to date on your current employer, as well as companies you'd like to work for in the future. Learn more about a prospective company's culture, the issues it's facing, and the latest news/trends just by connecting with it on social media. You can even reach out to the company's leadership who may be able to provide valuable insights into what is happening within the organization.
4. **Expand your global network.** A wealth of industry experts and professional connections are available through social media, and contacting them is just a few mouse clicks away. People whom you might never get an opportunity to meet in person can still provide useful feedback on your profession and industry from afar. There's also an opportunity to cultivate these online correspondences into actual professional relationships.
5. **Showcase your expertise and experience.** Want to express your thoughts on a new industry development, or weigh in on an important issue? Social media lets you broadcast your skills, expertise, and experience to a large, captive audience. Gone are the days when you had to write a letter into a newspaper to have your thoughts heard or hire a headhunting agency to market your skills. Social media allows you to disseminate information, promote yourself, and even share photos and videos.

Social media can make a huge impact on your professional life. There are limitless opportunities to cultivate your professional presence and turn it into something meaningful — if you take the time and care necessary to make it work in your favor. Just think twice about posting that photo of you at Mardi Gras on Facebook or casting a 140-character tirade about your insufferable co-worker out into cyberspace. You never know who might be reading!

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Julie Perrine, CAP-OM, is the founder and CEO of All Things Admin, providing training, mentoring and resources for administrative professionals worldwide. Julie applies her administrative expertise and passion for lifelong learning to serving as an enthusiastic mentor, speaker and author who educates admins around the world on how to be more effective every day. Learn more about Julie's new book – The Innovative Admin: Unleash the Power of Innovation in Your Administrative Career – and request your free copy of our special report "From Reactive to Proactive: Creating Your Strategic Administrative Career Plan" at www.AllThingsAdmin.com.

NEOPA Newsletter, the NEON

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<http://neopa.unl.edu>

Pictured in photo are many of our walkers on Sunday. Apologies, we did not get an entire group photo. For more photos from the day, go to:

<https://www.flickr.com/photos/107009193@N02/>



Thanks to everyone who contributed by walking or by donating. All together, we have raised \$1,180 to donate to the Making Strides Against Breast Cancer!

GROWING TOGETHER...EMPOWERING EACH OTHER

Are You a Builder or a Wrecker?

I passed one day through a lonely town, and saw some men tearing a building down. With a "heave" and a "ho" and a husky yell, they swung a beam and a side wall fell.

I asked the foreman, "Are these men skilled? The type you'd hire if you had to build?" "Oh, no," he chuckled, "oh, no, indeed, the common laborer's all I need.

Why, I can destroy in a day or two, what builders have taken weeks to do." I thought to myself as I walked away, which of these roles have I tried to play?

Am I a builder, who works with care, making his tools a ruler and square. Shaping my peers to a well-made plan, helping them be the best they can.

Or am I a wrecker who walks around, content with the labor of tearing down." - author unknown

Follow Me!

NEOPA has a Twitter account. @NEOPainfo is our Twitter name. We follow @LPSorg; @lpsaop; @wscwildcats; @OmahaPubSchools; @UNL_UNOPA; @@NDE_GOV to name a few. Please encourage your members to sign up and follow us. If you have an account, please follow us!

If we have internet access at a conference, we can tweet what we are learning and doing at a conference. You'll be able to hear first hand what is going on even if you are unable to attend.

Twitter is an easy way to find resources and follow educators and other inspiring people. We will use this as a learning tool and resource tool. We follow some administrative professionals and

some people with great leadership suggestions. We also follow UAEOP, TESA, and MAEOP (Mississippi) state associations affiliated with NAEOP.

Our national association, NAEOP, will soon be joining the Twitter feed. It's time for you to join in as well!

I have some resources to help: contact [Carol Bom](#) at carol.bom@nebraska.gov if you are interested.



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