HEART TO HEART: A WINNING TEAM’S SECRETS

Kathy Marr, Vice President at OAG and her PA Debbie

Plus

Time Management
Adding Contacts in Outlook
Combating the Worrying Mind
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Welcome to this October issue of PA Enterprise. This is the first issue of volume two of the magazine. It seems only yesterday, but PA Enterprise has now been going strong for a year. DeskDemon’s philosophy is to wholeheartedly push the issues that are important to you. With PA Enterprise, we try to comprehensively develop this mission, and seek out the ideas that help you to solve problems and do your job easier. This issue of the magazine promises to be better than ever before. What’s more, this is the first issue of a fantastic new redesign of PA Enterprise. Sleek, elegant, clean cut, we’ve really tried to ensure the design matches the professional and businesslike outlook our DeskDemon users have come to expect from us.

As usual, we have some essential reading in this issue. Our cover article, Heart to Heart: A Winning Team’s Secrets, is an interview with Kathy Marr, the vice president of travel solutions at OAG. Kathy kindly gave us her time to talk about how OAG is helping the modern PA, as well as explain the ways in which her own PA, Debbie, makes all the difference in not only Kathy’s work, but in the work of the company overall.

Other incisive and interesting pieces include Inoculate Yourself Against Negativity, Combating the Worrying Mind and, featuring a wonderful image of a lady attacking a laptop (we can all empathise with that!), Time Management: Which Advice to Follow? One to read is most definitely Dave’s Marketing Tips, from our very own associate publisher and CMO, Dave West. Dave makes the useful point that a logo alone does not a good corporate image make. It is key to have an integrated strategy to promote the image you’d like people to have; and, as administrative professionals have second-to-none understanding of their businesses, there are always ways to get involved. And finally, as an administrative professional’s work is hungry work, take a look at our Best of British Menu to whet your taste buds.

We very much hope that you enjoy this first issue of volume two. We hope to make the second volume as much of a success as the first. With the philosophy of continually seeking to improve and keep pace with your needs, we would love to hear from you if there are any areas that you would like to be covered in future issues. So please get in touch with me if you have any thoughts. That’s it from me for now. Have a great month.

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DAVE’S MARKETING TIPS

YOU’VE GOT A LOGO NOW BUT IS THAT WHERE BUSINESS IMAGE-MAKING STOPS?

You say your company or organisation has a logo. That’s good. Yet even if you do have a satisfactory, great logo or trademark, it’s only one element of a company’s identity system. So what’s a business identity system?

An identity system is a planned way to unify and control the total meaning and appearance of everything that visually represents your company. To ensure an effective identity, a company must plan how all visual elements should be used, from stationary to its office appearance, if possible, and provide guidelines for all employees, business partners and the media.

Business identity is the integrating force in graphic forms for any corporation or organisation, large or small. It is used to clarify and unify a message. Every company has an image, whether good or bad. The image is what people think and feel about a company’s activities, personnel, and environment.

BUT HOW DOES BUSINESS IDENTITY WORK?

Today, with the frenetic speed of communication and marketing, a company’s trademark or logo can only be the first step if it wants to have accurate and effective communicative systems and symbols.

With a good trademark or logo and an integrated system, people easily remember the company and its image. Identity helps in making a company’s operations more profitable and renders greater prestige. Advertising authorities agree that there is a relationship between high-level design and sales.

YOUR IDENTITY SYSTEM: A TOOL TO UTILISE

Therefore, a well thought-out identity system and supportive communication programs are tools which, when properly utilised, readily assist company management in achieving business objectives.

In today’s business world even small companies spend a great deal of money each year on communication through advertising, public relations, exhibits, brochures, annual reports, films, as well as many others. Invariably, many companies do not effectively control these expenditures because they lack overall communication plans aimed at making unique memorable impressions in the minds of those people who are important to the organisation’s growth and survival.

WHAT CAN EXECUTIVE ADMINISTRATORS DO TO HELP?

Executive administrators can assist their bosses by encouraging them to develop thoughtful communication campaigns that are not only sound in budgetary terms, but also provide the best prospect of generating a memorable impression to the company’s target customers. It is wise to be aware of the little things that clients often notice. Poor quality paper stock used for the next edition of your business cards could have a detrimental effect on their impact – as could the cheap ink that ends up on your clients’ white shirt pockets.

All publishers and ad agencies alike love your company’s advertising dollars or pounds when they flow into their bank accounts. However, if you want to help your boss out big time, make sure she or he has a well thought-out communication plan in place to guide spending habits with some discernable goals in mind – goals that reflect a clear vision of your company’s identity upfront. You can help considerably, moving the company to spend more wisely just as it promotes a better image of itself. Remember to tell yourself, “I am a diplomat”.

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Time Management: Which Advice to Follow?

By Charlotte Burton

Finding a fit to your personality and tasks is all-important

There are so many books on time management published every month that it is difficult to find the time to read and digest them all. Most people buy a book on time management, read it, decide that some parts of it may suit them but then fail to adequately integrate the system into their lives. This is partly due to inadequacies in the system itself, and partly due to the inherently difficult nature of learning a new system – the equivalent to learning a new habit.

What the books don’t tell you is that each different time management system is not necessarily suitable for all people or for all uses. Finding the right combination of the basic methods is entirely dependant on both the nature of the tasks to be done and the nature of the individual implementing the strategy.

This is where an overview of the basic systems is useful. There are few books that give such an overview, but one that does is Get Everything Done and Still Have Time to Play by Mark Forster. After outlining the basic methods, he goes on to describe a system that may be useful to some but is rather complicated and which would not suit everyone.

Basic Time Management Systems

1. To-Do Lists
Write a list of things that need to be done and then do them in that order. They can be distinguished from checklists, which are wonderful for breaking a project down into smaller tasks that can be ticked off regularly (and so boosts motivation).

Pros: Can be used for many different types of tasks.

Cons: Not useful if you have a schedule to keep to; can proliferate rapidly and so overwhelm.

2. Prioritisation
This is pretty simple: you write down the list of things you have to do and then put them in order of priority. Then you do them in that order.

Pros: Very good for office tasks, home chores and emergencies.

Cons: Can become cluttered and disorganised unless you make separate lists for different projects.

3. “Do it now”
A favourite with people who handle a lot of paper – this is basically a preventative measure for procrastination. If you need to action something, you do it now.

Pros: Very good for procrastinators, for spring-cleaning (of both the office in-tray and your home), and for routines and tasks that are vital for functioning (such as filling the car with petrol).

Cons: Not useful for a multi-faceted
life where there are a lot of different aspects which need equal attention, as you can end up spending all your time on one area as you have to “do it now”!

4. “Do the thing you fear most first”
A form of prioritisation, this is also good for procrastinators as it has a great kernel of truth in it – that once the most-feared thing is done, the rest will be easier in comparison.

Pros: Good for personal growth and conquering fears.

Cons: Can mean that nothing gets done if the fear of the first thing is very strong.

5. Scheduling
Again, pretty simple: you put things in your list with times attached and then you action them according to the time.

Pros: Good for actions where other people, they often work best in conjunction with each other. Individual tools just don’t work on a consistent basis. If they did, time management books would not be commissioned any more.

The Human Variable: Attention
So why are these tools not working? There is something that underlies the whole issue of time management and makes any solution you apply the equivalent of a plaster on an otherwise untreated wound.

It is human attention that is the variable; focussed attention gets things done while distractions and poor organisation fragment attention so that tasks do not get done. Remember days where a lot gets done, and remember days when you just couldn’t concentrate on any single thing long enough to get it completed? This is down to your attention span. It changes from person to person, but research shows that the average person can concentrate fully for about 20 minutes at a time before the attention starts wandering.

Improve Your Attention Span
While your brain and its functions can be improved by changing your diet (fish and vitamins, along with a steady sugar level, are the absolute basics for feeding your brain), often it is the fact that you are allowing yourself to be interrupted that is causing the distraction (even if it appears to be in the job description that you must down tools when the boss calls).

You can still put systems into place to ensure that you don’t get distracted, and get a block of time available to focus your attention in. Even a response to the person at the door of “just a second, let me just finish this bit off” can mean that you don’t waste the first five minutes after a distraction trying to remember where you were.

Choose the Right System for You
Look at the list above and decide what your main tasks are and how they are matched to the various systems. Then implement a combination of them. Often all you need to do is...
integrate your priority list with a scheduled list.

Many people swear by the Stephen Covey time management system. Similar in layout to a diary, it also has space for unscheduled items as well as things that aren’t very specific (such as spending time with your children, working on the novel and so on). You can find it in his book First Things First.

**Give it Some Time**

Learning and implementing a new time management system is like learning a new habit – and just as difficult as it is something extra to remember. It can take up to twelve weeks to be sure that the new habit is learned, at which point it will be second nature to use your system. If it doesn’t work for you, just modify it a bit and try again: it can be something as simple as buying a larger diary so that you can use just one item to record your tasks and meetings and so on.

**Distraction Management**

Locate your regular distractions and set up a plan to minimise them (I deliberately didn’t say remove them; that would be rather difficult, unless you moved to the North Pole!). This can be through implementing a system where you are not available to be distracted at work for a set amount of time, on the premise that you will get back to them with an actual answer to their problem the moment you are able to.

While this may not be too popular with some of your colleagues (because you are not available at the drop of a hat), if you are able to be more productive during normal working hours you will actually be able to leave work on time a bit more often. Make sure, though, that when you do get back to people after a no-distraction period, you answer their question/query fully and swiftly.

Time management is not difficult; it is the various things that are fundamental to them being able to work that are the complicated parts. So long as you are able (both physically and mentally) to focus your attention you should find that time can be managed better. Remember, however, that there is no one-size-fits-all in the world of time management systems – you will need to try out one or two before you find the perfect one for you. Just make sure you choose the ones that are suitable for the tasks in your daily life.

Charlotte Burton is a licensed career coach and psychometric assessor. For more information and to sign up for her ezine go to the website at www.lifeisvital.com or email charlotte@lifeisvital.com.
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Kathy Marr, vice president of travel solutions at OAG, kindly gave DeskDemon some time to talk about OAG and her PA, Debbie. Kathy and Debbie are renowned at OAG for their excellent working relationship. Kathy shares with us some of the qualities she admires in Debbie that contribute to the success of the organisation.

OAG is a content management company in the travel industry. OAG produces print, online, and mobile products that contain the most comprehensive flight schedules available and travel and destination related information. With information from nearly 1,000 airlines worldwide and over 3,500 commercial airports, OAG has a lot of content to manage. Kathy’s department is in charge of keeping the information accurate and current. As well as this, Kathy oversees offices in London, Chicago, Singapore, Tokyo and Beijing.

**With the PA in Mind**
One of OAG’s suite of products and tools that is particularly helpful to PAs is the Travel Planner Product Group – and specifically the Travel Planner Pro Product. Specially designed with the PA in mind, this product allows a PA to put together the best possible itinerary of those people whose travel they manage, whether a manager or a group of sales people.

Not only does the Travel Planner Pro produce a comprehensive and complete itinerary, it manages all of a company’s travel limitations and requirements. You can store past itineraries, notes on good and bad experiences in hotels and restaurants, plus any details you may want to remember in the future. It allows improved functionality to create that perfect travel plan. It is designed to make the PA look smart and efficient – sometimes even smarter then the manager!

According to Kathy, Debbie saves the day, as many PAs do, and she does so almost every day. Her workload and schedule has to go in many different directions at any given time. Kathy readily admits managing the little details is not her strong point. Having someone with Debbie’s attention to detail, her follow-through, and die-hard passion for accuracy is critical to the organisation.

Kathy has been with OAG for four years, but Kathy’s assistant Debbie has just celebrated her 25th anniversary with the company. Kathy thinks Debbie is the very best PA there is. She is top of the line, says Kathy; she is her calm in her chaotic sea! Debbie needs little to no supervision. She knows what needs to be done, and just does it.

**Beyond the Line of Duty**
Over the years, Debbie’s job has expanded a long way beyond that traditionally associated with administrative professionals. She takes on what needs to be done, and does it so very well. She still performs those more traditional functions, but she takes on additional tasks. An example is that she independently manages the ongoing solicitation of airline and airport supplement information.

Heart to Heart: A Winning Team’s Secrets
By Susan Silva
Interview by Marci Heit, October 15, 2007
success of OAG. For Kathy personally, Debbie makes her look good and she does this regularly.

The working relationship between Kathy and Debbie has developed over time into a strong one of trust. Kathy is open with Debbie, and lets her know what is going on. She can speak to her in confidence. Qualities Kathy admires in Debbie include her loyalty, dedication, pride of ownership in her work, ability to work independently, and her attention to detail.

**Independence and Accuracy**

Working independently in an organisation is critical. Nowadays, everybody is doing a little bit more with less. In a company such as OAG, where accuracy and detail is the cornerstone of the company, Debbie’s attention to detail is especially crucial. Every product OAG puts out must be based on accurate data. Debbie’s accuracy is not only a trait to admire, said Kathy, but one she wishes you could clone!

OAG started printing travel guides in 1929 and, of course, over time has branched out into electronic media as well. In the last four years, since Kathy has joined, OAG has made a concerted effort to develop its online business with new web-based products. The company is in the process of completing a radically new travel planner product. Web-based, it will include the most powerful itinerary building capability of any product currently in the market.

At the same time, OAG is building a new travel portal that will have the latest travel and destination information. For OAG subscribers this will be a place to extend the value of their subscription, with access to fares and bookings. There will also be a community element added to this new area, where visitors and customers can contribute to the information as well as read what others are contributing.

Business travel is always changing and evolving and today, as people and companies try to travel more efficiently and cost effectively, having the right tools to plan the perfect trip is required more than ever. This is the premise OAG is using to create the essential tools you can expect to see in the future.

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“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”

Zig Ziglar, Motivational Speaker and Author

The Executive PA professional training course is a powerful way to develop yourself and your role to move beyond the expected boundaries of what it means to be a top-flight Executive PA.

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- Commit to implement identified steps and strategic required to achieve top performance
- Integrate tools, models and strategies to develop yourself and your role
- Gain clear and focused overall impact of your role and your influence within the organisation
- Maintain confidence in implementing success strategies to your business priorities
- Be in control of the successful outcome of all elements in your role
- Reach your peak performance by gaining profound clarity around achieving your objectives

Pre-course questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

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- Utilisation of the skills, learning, experiences and knowledge of the participants and workshop leader through interactive plenary and small group discussions

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marcus evans professional training
Unfortunately we come into contact with negativity everyday. We can’t avoid it, but we do not have to let ourselves be effected by it. Protect yourself from it.

If you are travelling to a foreign country in which you could catch a serious disease such as cholera, polio or malaria you make sure you get inoculated against it before you start. But how can you inoculate yourself against negativity?

Facts and Hype
Firstly, avoid as much media negativity as possible. Read newspapers and news channels which give you the facts, not hype and sensationalism. Avoid TV soaps. These programmes are inclined to focus on the negative side of life. Watch educational programmes, comedies, dramas and feel-good movies. Read books which stimulate your mind. All I am trying to say is avoid catching the negative disease as much as possible. Do not cut yourself off from the world; just create a positive balance.

Secondly, avoid thinking and using negative thoughts.

Thoughts like:
“Published: Great.”
“I hate doing that.”
“I can’t do that.”
“I am not that lucky.”
“It won’t work.”
“I never win.”

Avoiding the Negative Drain
Thirdly, avoid mixing with negative people. I know you can choose your friends but not your relatives, so you can’t just go along and “boot out” your mother-in-law. But you can stop seeing friends with a negative attitude. I know it sounds drastic but truthfully these people are doing you harm. If you are positive about something a few choice negative words from these negative people could cause you to question your positive thought. In the worst-case scenario they could change your positive to a negative.

Deflecting Negatives with Positives
Fourthly, always try to answer a question with a positive statement. For example, if you ask someone how he or she is feeling and they reply with a statement like, “Oh, OK I suppose.” Come back with, “Well, I feel great.” If they start moaning about work and how bored they are then say something like, “Yes I know what you mean, but I have so many great ideas and I know that by this time next year I won’t be working in a boring job.”

Get the idea? When someone deals you a negative, hit them back with a positive. Practise this regularly; treat it as a game of cards. Every time you are dealt a negative, trump it with a positive. In the end you won’t see it as a game; it will become second nature. You will be seen as Mr or Mrs Positive and will begin to attract people with the same positive attitude. These people will become your new friends and you will advance through life together.

Look at all successful people, whether in the field of sport, science or business. They all have one thing in common: they are positive. Success and happiness are not accidents that happen to some people and not to others. Success and happiness can be brought about by particular ways of behaving, which are in turn determined by our ways of thinking. In other words, it’s not what happens to us that is important,
it's way we choose to interpret it that shapes our lives. You cannot always change everything in your life immediately but you can certainly change the way that you perceive it. Negativity is dangerous. It drags us down physically, mentally and emotionally. It is the single largest destroyer of success. Negativity will destroy creativity, relationships, advancement and, ultimately, happiness. Entertaining negative thoughts, without any doubt, tends to bring on the person concerned the very things they fear or dread, or on which they have focussed their attention. Negative thoughts often arise from fear, or from insecurity or as the result of some bad experiences. They bring gloom and a loss of quality of life.

The individual in this situation ceases to live; he or she becomes content with merely existing, with seeking his or her own animal comfort, which is really to wallow in self-pity. Life becomes an intolerable burden for the individual, and that person makes life intolerable for others. In severe depression even the body itself becomes unbearable. If you think positive thoughts, positive things will happen around you. Consequently, if you continuously think negative thoughts, negative things will happen around you. If you believe you will not succeed, I can guarantee you will fail. If you believe you can achieve and succeed you will. Positive thinking is infectious and leads to a "can do" attitude within any individual who adopts this approach to life.

The World Filtered Through Thoughts
Just consider this short statement for a moment: "Whatever you think, you’re right."

I once worked for possibly the most positive man I have ever met. He was highly educated and knowledgeable within his field. He always believed that he would live his dreams. After some time as a successful salesman, he gained a junior management role and surrounded himself with positive thinking sales staff. Their combined positive thinking made them a successful team. He consequently earned further promotion. Again he was successful and was rewarded with yet further promotion. Each time he was promoted he became responsible for more and more employees. By employing only positive thinking people he knew that he could only become more and more successful himself.

He now holds a very senior position within a very large corporation. The business keeps growing and is going from strength to strength. You see, the principle is easy. Think positively, surround yourself with positive energy and you can’t fail.

Mark Claridge specialises in teaching motivational and self-development skills. In his new e-book Mindset and Match he covers how having the correct mindset can bring you all you want out of life. His website is www.inthe6th.com.
Do you ever have a problem and wish you could get objective advice from your peers?

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The Hub has a section for everyone. Sound Off, Admins4Admins, Cafe Admin, Topical Climates, and The Humor Zone

Take a minute to visit The Hub at DeskDemon: http://www.deskdemons.com/community/forums
Outlook has a very powerful contact manager that, over time, proves itself to be invaluable. You can create contacts in a number of ways, and import contacts from other programs as well.

New > Contact
To create a new contact in Outlook, Select New > Contact. You can also press Ctrl+Shift+C, or, if you have the Contacts folder open, you can press New under the Menu bar, or press Ctrl+N.

Once you’ve done this, the General Contact window will open and you can create a new contact card by filling in as much information about your new contact as you know. The contact form has fields for full name, company information, address, phone numbers, email, Web and IM addresses, as well as a place for notes. The notes are modifiable, so you can add to them over time.

If you want to add other contacts, press Save & New instead. This will save your existing contact card and open a new one.

Most fields in the contact card are self explanatory, but a few fields have additional functions you may find useful. The Full Name button, for example, will allow you to add a contact’s first, middle and last names, the appropriate honorific and suffix for a contact. This information will be useful if you export contact data.

The File As field appears as a pull down menu in the contact card, and allows you to change the filing order of your contacts. In most cases, the file order will be last name first; for contact cards that describe organisations, however, you may want a different filing order. The File As field will allow you to modify the way in which a specific contact appears in a list.

Outlook will also store multiple addresses, phone numbers, and email addresses for each contact.

Adding Additional Details
If you want to store additional details about a contact, press the Details button in the Show Group on the main toolbar. This will open a second set of informational fields, where you can store information like Department, Office, Profession, Manager’s Name, Assistant’s Name and a host of other more personal details, such as spouse’s name, birth date and nickname.

Additional form fields are also supported. You can track activities and certifications related to a particular contact as well. To see all fields related to a contact, press the Show Group’s All Fields button in the tool bar.

Claire Blinman is the training manager at Computer Training Solutions in Bristol. For more information visit their website at www.computertrainingsolutions.co.uk or call 0800 019 6882.
Best of **BRITISH** Menu

Cuisine in Britain is currently going through a renaissance. Around the land people are now passionate about food and cooking. This menu of good homely fare, featuring recipes for cream of onion soup, sausages with mustard mashed potato and onion gravy, and pecan tart, makes it all clear why. Bangers and mash have never seemed so tempting!

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**Cream of Onion Soup**

**Ingredients:**
- 115 g/½ cup unsalted butter
- 1 kg onions, sliced
- 1 fresh bay leaf
- 1 litre/4 cups chicken stock
- 150ml/2/3 cup double cream
- Salt and ground black pepper
- Croutons or fresh parsley, to garnish

**Serves 4**

1. Melt three quarters of the butter in a large saucepan. Set about a quarter of the onions aside and add the rest to the saucepan along with the bay leaf. Stir well to coat in the butter, then cover and cook gently for about half an hour. The onions should become soft and tender, but not brown in colour.

2. Add in the stock and bring to the boil, lower the heat and simmer for 5-10 minutes, then remove from the heat. Leave the soup to cool down, throw away the bay leaf and process the soup in a blender or a food processor. Put the soup back into the rinsed saucepan.

3. Melt the remaining butter in another small saucepan. Cook the remaining onions slowly, covered, until soft but not brown. Uncover and continue to cook gently until they become golden yellow in colour.

4. Add the cream to the soup and reheat gently until hot. Season with salt and pepper. Add the buttered onions and stir for 1-2 minutes. Serve hot with either croutons or chopped parsley on top as desired.
Sausages with Mustard Mashed Potato and Onion Gravy

Ingredients:

• 12 pork and leek sausages

For the onion gravy:

• 25 g/2 tbsp butter
• 30ml/2 tbsp olive oil
• 8 onions, sliced
• 5ml/1 tsp caster sugar
• 1 tbsp plain white all-purpose flour
• 300ml/1¼ cups beef stock
• Salt and ground black pepper

For the mashed potato:

• 1.5 kg potatoes
• 50g/¼ cup butter
• 150ml/2/3 cup double cream
• 1 tbsp wholegrain mustard
• Salt

1 To make the gravy, heat the butter and olive oil in a large pan until foaming. Add the onion slices and mix well until thoroughly coated. Cover and cook gently for about half an hour, stirring frequently. Add in the sugar and cook for a further 5-10 minutes, or until the onions are softened, reduced and slightly caramelised.

2 Remove the pan from the heat and stir in the flour, then gradually stir in the stock stirring continuously. Return the pan to the heat. Bring to the boil, stirring, then simmer for 5 minutes, or until thickened. Season with salt and pepper.

3 Meanwhile, cook the potatoes and in a large pan of boiling salted water for 20-25 minutes, or until tender.

4 While the potatoes are cooking, preheat the grill to medium. Put the sausages in a single layer in the grill and cook for 15-20 minutes, or until cooked. Turn them frequently so that they brown evenly.

5 Drain the potatoes well, peel and mash them with the butter, cream, and mustard. Season with salt.

6 Serve the sausages with the creamy mashed potato and onion gravy.

Pecan Tart

Ingredients:

• 3 eggs
• ¼ tsp salt
• 75g/6 tbsp butter, melted
• 200g/generous 1 cup dark brown sugar
• 120ml/½ cup golden syrup
• 30ml/2 tbsp fresh lemon juice
• 150g/1½ cups chopped pecan nuts
• 50g/½ cup pecan nut halves

For the pastry:

• 175g/1½ cups plain flour
• 1 tsp baking powder
• 1 tbsp caster sugar
• ½ tsp salt
• 75g/6 tbsp cold unsalted butter, cut in pieces
• 1 egg yolk
• 3-4 tbsp whipping cream

1 For the pastry, sift together the flour, baking powder, sugar and salt. Add the butter and rub in until the mixture resembles coarse breadcrumbs. Blend the egg yolk and whipping cream, then stir into the flour mixture. Form the pastry into a ball, then roll out and use to line a 23cm pie dish. Flute the edge and chill for 30 minutes.

2 Preheat a baking sheet in the oven at 200°C/Gas 6. Lightly whisk the eggs and salt. Mix in the butter, sugar, syrup, lemon juice and nuts. Pour the mixture in the pastry case and arrange the pecan nut halves in concentric circles on top.

3 Bake on the baking sheet for 10-15 minutes. Reduce the heat to 160°C/Gas 3 and bake for a further 25 minutes. Serve with vanilla ice cream.
The Management Support Fellowship Award brings together outstanding administrative professionals throughout the UK, giving recognition to the hard work and dedication of PAs and secretaries everywhere. The Award rewards the achievements and accomplishments of exceptional individuals whilst promoting the work of the administrative profession as a whole. Every administrative professional has their golden nuggets of expertise and accomplishments. Each Management Support Fellowship Award nomination will mean that a unique success story is shared with peers, thereby disseminating proven best practices. Achievements, both big and small, are an inspiration to others.

**Criteria** - An outstanding achievement providing inspiration to others in:

- Communication
- Meeting and Events
- Mentoring
- Office management
- Organisation
- Problem solving
- Project management
- Technology
- Training

**Self Nominations**

Your success, whether it is a small personal achievement or a corporate wide achievement, has the potential to be an inspiration to others. The Management Support Fellowship Award is based on fellowship, and the sharing of success with your peers. If you have any outstanding achievement in organisation, project management, training and mentoring, office management, communication, meeting planning, technology and software, or problem solving and believe others could benefit from your success, take the time to enter. By sharing your experience, you could win the monthly prize or fabulous Grand Prize of £10,000.

**Nominators**

If you know an administrative professional who has an outstanding achievement in the areas of organisation, project management, training and mentoring, office management, communication, meeting planning, technology and software, or problem solving you can present the success from a different point of view – whether as someone who has benefited from or seen the benefits of the skills of the administrative professional in question. This is a unique way to say thank you for all that your colleague has done. Your nomination could win you the monthly prize or the Nominator’s Grand Prize of £2,500.

http://www.deskdemon.com/pages/uk/awards2007/index

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"We could never learn to be brave and patient if there were only joy in the world"
Helen Keller

We worry about problems, but worry is itself a problem. It inhibits clear thinking, it drains us of energy, and it upsets our sleep and our digestion. It can make us irritable, bitter, regretful, pessimistic, depressed...

What a price to pay for something that serves no useful function.

From a Young Age
We learned to worry at a young age. Though they were childish fears those childish fears carry on into adulthood. Worrying is about control; we all have a vision of how we want things to be, but when things or situations do not turn out as we expected we feel helpless and overwhelmed by an unpredictable and unknown future. We find it hard to let go of a problem, which then starts to contaminate our mind and thoughts. The truth is that we are our own worst enemy and many of our troubles are inside our head. We put the stamp of who we are on every perception. We see the world from the viewpoint of ourselves and in doing so our emotions and fears blur our vision.

Worry makes cowards of us all. It forces us to turn away from acting upon a problem or, indeed, it may even create the illusion that the problem doesn’t exist in the first place. Worry pushes us back into ourselves, reinforces the impression that the worst will happen, that we can’t cope and that we are helpless in the flow of circumstances carrying us inexorably towards unhappiness.

Worrying Experts
All of us who have worried have become experts in it over the years. But worry itself is cunning; it is a distorting lens that hides from us the lessons it is teaching. It causes us to see an opportunity as a risk and a challenge as a problem.

Problems are often created and imposed upon us by other people or, rather, by our inability to prevent other people from loading that weight of trouble on our shoulders. We habitually and implicitly say, “Yes” to problems, because many of us do not have the coping techniques to assert “No”. Manuel Smith’s When I Say No I Feel Guilty is a useful and empowering book on assertiveness.

A Personal Pep Talk
Potentially we have a great deal of control over the way we talk to ourselves. But frequently, the bleak melody of worry runs in our minds as a kind of background noise to our lives. The irony is that we don’t even make an effort to eliminate it, but just listen to that same old tune of hopelessness and gloom. But by establishing a coping dialogue we can diminish and dispel the tedious repetitiveness of worry. Take time out every day to give yourself a pep talk. Be upbeat, confident, determined. Simply tell yourself with as much conviction as you can muster that you are going to take deliberate action to achieve what you can and refuse to be troubled by circumstances that are beyond your control.

Below are some tips on how to control your worrying. I know from experience that this is not an easy thing to do, but with a little patience and perseverance you will soon be able to control your worrying instead of it controlling you. Think about what is worrying you, and ask yourself what possible action you
can take to alleviate the problem. Then take that action immediately.

To bring harmony into your life is to accept that some things are quite beyond our control. As the saying goes “Change what you can change and accept what you can’t.”

Worry thrives on inactivity and lack of choice; it lies coiled in quiet places. So launch yourself into a busy routine of work and leisure; by keeping your mind occupied on other things will give it less time to worry.

Worry also thrives on delay and procrastination, so take action against anything that worries you. Put the same energy into solving problems as into worrying about them and sufferance will soon be a thing of the past. When you have taken all possible action then remember to let go of the problem. Failure is an attitude, a state of mind. It is not reality. Cultivate a positive attitude and affirm to yourself your intention to succeed.

Worry closes doors and narrows horizons; it’s a fruitless activity, but tenacious in the grip it has on our minds. So you have to be alert for positive opportunities.

What We See and What We Think We See
The world isn’t what we see, but what we think we see. And the way we see it determines the degree of happiness we enjoy each day. So start looking at life more positively; this isn’t always easy to do but by forcing your mind to think positively it will eventually become a habit.

Our days can be problem-ridden – each problem bringing with it the burden of worry. But to know that a problem is a perception is already to have divested yourself of some of its weight. Problems left unchecked flower in the mind but, properly regarded, they are diminished, and we are free to invest our time and energy in living, rather than in profitless worrying.

In most cases, for most of the time, problems are simply thoughts in the imagination, without necessarily any firm basis in external reality. Worrying is a waste of our precious time; we cannot control events or circumstances, we can only do our very best in trying to solve the problem. So instead of using up your energy in worrying, use the energy to take action.

Kicking Worry Out
Worry is a guest that has stayed too long. It moves in uninvited, and by its presence claims the right to stay. It is unwelcome, unwanted, burdensome. And the irony of it all is that it creeps into our lives while we’re still living there. Go in there and kick worry out. Take extreme measures – take any measures – you know will succeed.

Some people will go to enormous lengths to avoid doing something they find embarrassing, difficult, tedious, unfamiliar or new. The trouble is that many problems just don’t go away by themselves. In procrastinating, we hold ourselves back. We may wish the problem had never happened. But it has. And the only way through to a trouble free tomorrow is to tackle those troubles today.

Worry makes us think things can never change, except to get worse. While worrying, we can’t solve the problem or enjoy the other aspects of our life, which might not be linked with the problem at all.

“The pearl is lovelier than the most brilliant of crystalline gems, because it is made through the suffering of a living creature...”

H G Wells

Frhazda Munir writes for www.the-natural-alternative.co.uk.
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Design must seduce, shape, and perhaps more importantly, evoke an emotional response
~April Greiman