

Local Virtual Assistant Appointed President of International Association

Colorado Springs, CO – Cindy Opong, President of Creative Assistants, LLC, took over as President of the International Virtual Assistants Association (IVAA) on April 1, 2009.

Since 1999, the International Virtual Assistants Association (IVAA) has been dedicated to the professional education and development of virtual assistants worldwide, as well as educating the public about the function and services VAs offer. With over 1,000 members in over fifteen countries (including the U.S., Canada, Great Britain, India, Australia, France, Puerto Rico, Argentina, Kenya, etc.), IVAA is the premier industry association, setting standards for excellence and offering a myriad of courses leading up to formal certification (CVA).

What is a Virtual Assistant (VA)? In these belt-tightening times, more and more small business owners are turning to the “virtual” world for their secretarial and professional support. Today’s Virtual Assistants offer the same dedication, skill level and administrative services one might find in any office team, but they offer these at a greatly reduced bottom line. The difference is that a client only pays for the hours an assignment takes -- there are no sick days, vacations, or company-paid benefits in the virtual world. It’s just the work and nothing but the work! And since VAs work remotely, the business owner doesn’t even have to provide a cubicle, telephone, or a computer. Assignments are transmitted at the speed of light via the internet or fax.

"A Virtual Assistant (VA) is an independent entrepreneur providing administrative, creative and/or technical services. Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis." (definition from www.ivaa.org).

Opong has volunteered for the IVAA since 2005 and has served on their Board of Directors since 2007. Her involvement in the all-volunteer organization has included serving as Membership Director and Vice President, establishing, planning and coordinating the IVAA’s annual online conference, and planning and organizing the annual live conference. As President of the IVAA, Cindy Opong will represent an exploding industry to National and International media, educate companies and prospective clients about the Virtual Assistant industry, and guide the direction of a fast growing organization nationally and internationally.

Cindy Opong specializes in virtual support for technology professionals and web-based businesses and also trains business owners how to effectively utilize Social Media/Web 2.0 tools as part of an overall marketing strategy.

For more information about Creative Assistants, visit www.CreativeAssistants.com.