



How Superstar EAs Organize, Standardize, and Optimize

Spotlight Session

Administrative Professionals Conference



Molly Denham

CEO/Founder

- I'm a 22 year Air Force veteran. I have trained as an Administrative Assistant my entire career.
- I started my own 1-woman admin company providing support to retired military and DoD members. I then expanded and created VEXA Services.
- Today's software wasn't helping me do my job effectively. I teamed with a much smarter friend and created VEXA Software.



VEXA Software

Software *for* Executive Assistants build *by* Executive Assistants

- Meet my principals
- Make it work
- Your “make it work” moment(s)
- VAST introduction



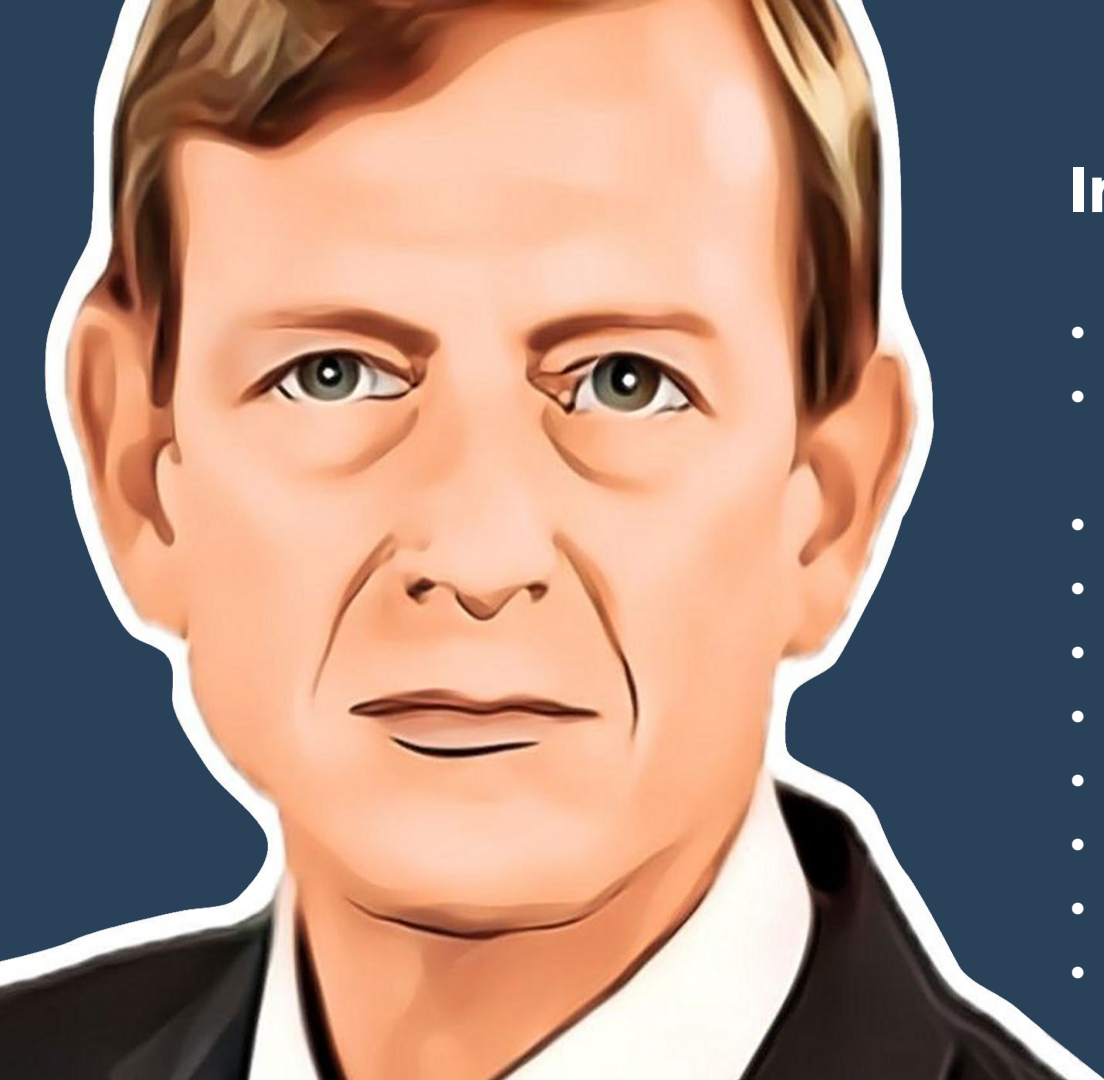
Meet my **Principals**



Micro-Detailer

- Wants all the minutia for every event
- Who is hosting
- What is her role
- What does the event look like
- Who is she seated with
- Does she need to bring a gift

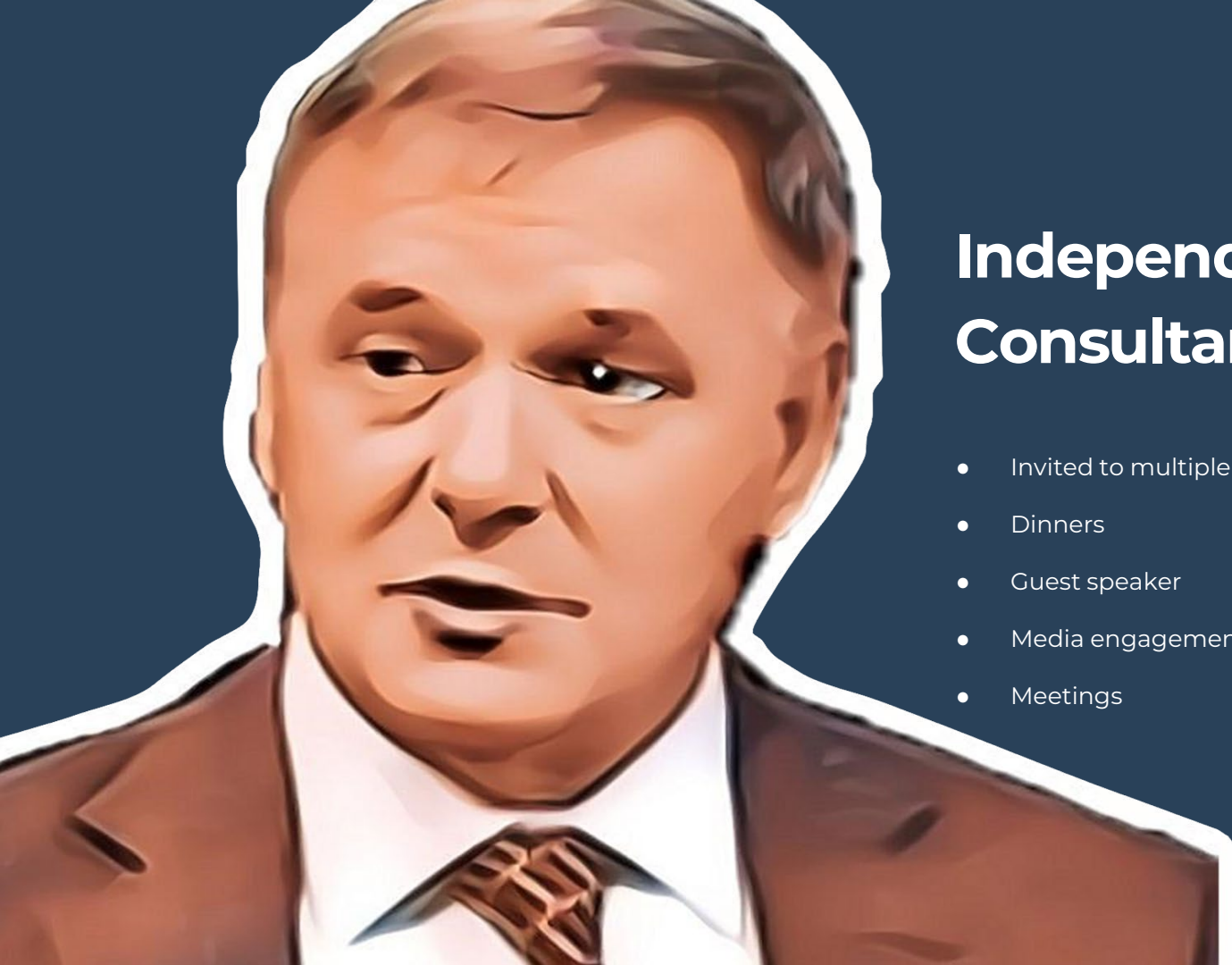




International Traveler

- All travel must be tracked
- Has government clearance
so it must also be reported
- Flight
- Visa
- Immunization
- Hotel
- Ground transportation
- Local contacts
- Embassy information
- STEP





Independent Consultant

- Invited to multiple events
- Dinners
- Guest speaker
- Media engagement
- Meetings





The Assistant

- I need to know everything about everyone
- Spouses and kids
- School
- Vehicle information
- Allergies
- Drink preference
- Travel preference



Make it WORK



Micro-Detailer

		SUN	MON	TUE	WED
		22	23	24	25
12:00	07:00			Reuters: Registration & Networking Breakfast 07:00 - 08:30	
13:00	08:00			Reuters: Welcome: 08:30	
14:00	09:00		BP3 Mtg w/ Sabre56 AEG 08:30 - 09:30	Reuters: State of the Market: An Update Reuters: The First On-Grid SMR in Canada Reuters: Grid-Scale Deployment & The B Reuters: Break, 10:00	United 6100 09:20 - 11:08 Atlanta - Dulles
15:00	10:00		BP3 Mtg w/ FTI 10:00 - 11:00	Reuters: First-Mover Advantages and Risks Reuters: Public-Private Partnerships Reuters: Encouraging Investment in Nuclear	
16:00	11:00				
17:00	12:00		American Energy Global Southern 12:00 - 13:30 Southern Company HQ 30 Ivan Allen Jr. Blvd. NW, 15th Floor, Atlanta, GA	Reuters: Lunch & Workshops 12:00 - 13:30	
18:00	13:00	United 6100 12:40 - 14:45 Dulles - Atlanta		Reuters: Innovating the Regulatory Regime Reuters: Promoting North American SMR Reuters: Day One Plenary: 14:30	
19:00	14:00			Reuters: Break, 14:50	
20:00	15:00		BP3/ANP Manager Weekly Update 15:00 - 16:30	Reuters: Co-Location is Key: Unlocking the Potential of SMRs	
21:00	16:00		BP3/ANP Management 15:00 - 16:30	Reuters: A New Kind of Waste: The Story of Nuclear Waste	
22:00	17:00			Reuters: Nuclear & Energy Transition, 16:30 Reuters: Reception 17:00 - 18:30	
23:00	18:00				United 918 17:30 - 01:00 Dulles - London
00:00	19:00	1845 Dinner with Mike Hewitt/Ralph Hunter/Suzie/Jay Chu 18:45 - 20:45 Blue Ridge Grill, Buckhead		Dinner 19:00 - 21:30 Alma Cocina Downtown, 191 Peachtree St NE, Atlanta, GA 30303	
01:00	20:00				
02:00	21:00				
03:00	22:00				
04:00	23:00				



× Reuters: State of the Market: An Update on Design Matur

[Save](#)[More actions ▾](#)

Micro-Detailer

(-04:00) Eastern Time - New York Time zone

[Event Details](#) [Find a Time](#)[Add Google Meet video conferencing](#)**B****I****U****≡****≡****∞****✂**[Create meeting notes](#)

As SMRs inch ever-closer to market-readiness, the industry is hitting milestones in research, design, and manufacturing every month. In this session, reactor developers update the community on:

- The latest innovations and disruptions in the science of reactor development
- The expected manufacturing and deployment timelines
- Their development journey so far and lessons learned

Speakers: Tom Samson (CEO, Rolls Royce SMR), Dr. Jose Reyes (CTO, NuScale), Mr Robert. Braun (Senior Vice President & Chief Operating Officer, ARC Clean Energy)

Moderator: Hon. Jeffrey Merrifield

[Guests](#)

Guest permissions



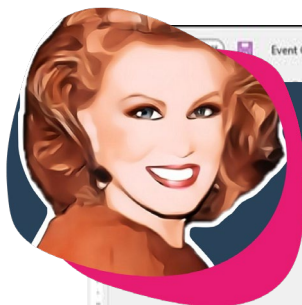
Modify event



Invite others



See guest list



My fix

EVENT CARD	
Date/Time:	12 July 2022, 0920 - 1015
Event:	Retirement Ceremony (to XXXX)
Host:	[name, company, title]
Location:	
Attire:	Business Attire
Guest:	[guest or spouse attending?]
Attendees:	Approx. 185
Gift:	framed photo (5x7) - wrapped w/tag
Speaking:	No (you are guest of the honoree)
Format:	Retirement Ceremony
Media:	Air Force photographer
Weather:	81/54 (pm thundershowers expected)
POC:	[name, title, cell, email]
Sequence of Events:	
0920	You arrive at the Auditorium, greeted by event staff and escorted to your seat
	Note: family members are escorted to their seats during this time
0930	Ceremony commences
	Arrival of the Official Party
	Musical Honors
	National Anthem
	Invocation by Chaplain
	Opening narration
	Remarks by
	Medal Presentation
	Pinning
	Re-affirmation of oath
	Remarks by
	Closing narration
1015	Ceremony concludes; you depart as desired

As of: 17-Aug-22

Family members attending:

Spouse - Mrs. (Cindy) last name
Daughter - Mrs. (Samantha) last name
Daughter - Mrs. (Rebecca) last name
Son - Mr. Daniel last name
Family Friend - Mrs. (Regina) last name
Mother-in-Law - Ms. (Lib) last name
Sister-in-Law - Ms. (Erika) last name

Among Those Attending (in alphabetical):

The Honorable Charles A. Blanchard, General Counsel of the U.S. Department of the Air Force
General Carol H. Chandler, USAF, Vice Chief of Staff of the U.S. Air Force and Mrs. Chandler
Vice Admiral Bruce Clinean, USN, Deputy Chief of Naval Operations for Operations, Plans and Strategy (N3/N5)
The Honorable Erin C. Condon, Under Secretary of the Air Force
The Honorable Michael B. Donley, Secretary of the Air Force and Mrs. (Gail) Donley
The Honorable Daniel B. Ginsberg, Assistant Secretary of the Air Force for Manpower and Reserve Affairs
Lieutenant General Richard Harding, USAF, Judge Advocate General Headquarters U.S. Air Force
General Tom Hobbs, USAF (Ret.) and Mrs. Hobbs
Ambassador Eric John
Lieutenant General Darrell Jones, USAF, Deputy Chief of Staff for Manpower, Personnel and Services, Headquarters U.S. Air Force
General Craig McKinley, USAF, Chief, National Guard Bureau
General Duncan McNabb, USAF, Commander, U.S. Transportation Command
Lieutenant General Christopher Miller, USAF, Deputy Chief of Staff for Strategic Plans and Programs, Headquarters U.S. Air Force
The Honorable Jamie M. Morin, Assistant Secretary of the Air Force for Financial Management and Comptroller
Admiral Michael G. Mullen, USN, Chairman of the Joint Chiefs of Staff
General Richard Myers, USAF (Ret.) and Mrs. (Mary Jo) Myers
Lieutenant General Richard Newton, USAF, Assistant Vice Chief of Staff and Director, Air Staff and Mrs. Newton
The Honorable James Roche and Mrs. Roche
Lieutenant General Marc Rogers, USAF, Inspector General of the Air Force, Office of the Secretary of the Air Force
Vice Admiral Bill Sullivan, USN, (Ret.)
Lieutenant General Harry Wyatt III, USAF, Director, Air National Guard
The Honorable Terry A. Yonkers, Assistant Secretary of the Air Force for Installations, Environment and Logistics

Attachments:

Biography of Lieutenant General Breedlove



International Traveler

				THU 30	FRI Jul 1	SAT 2
	3 more	5 more	2 more	4 more	3 more	Travel - Greece ● 00:00 Lufthansa 1707 ● 02:10 Lufthansa 2532
	4	5	6	7	8	9
Travel - Greece	Independence Day ● 02:30 IP3 Mtg w/Jon Lowth	10:30 IP3 Weekly Update w/ 2 more	Travel - UK ● 10:30 Marisa Drew	● 03:00 AFF Partner Breakfast 7 more	● 04:00 Call with Marissa Drew 9 more	● 05:00 HOLD - Ashok Puri
10	11	12	13	14	15	16
Travel - UK ● 11:00 Arvind Gupta ● 14:15 New Event	● 09:00 Ashok Puri 7 more	● 10:00 IP3 Mtg w/Ralph Hunt 5 more	Travel - Zambia ● 01:25 Emirates Air 713	● 09:00 Board of Directors Meeting 2 more	● 03:30 Zambia MOU Signing 3 more	Travel - UK ● 01:40 Emirates Air 005
17	18	19	20	21	22	23
Travel - UK	● 05:00 Pagefield call 5 more	10:30 IP3 Weekly Update w/ 2 more	● 04:30 IP3 Mtg w/Andrey Bai ● 11:00 Ashok	10:00 ANP Weekly Africa Update 2 more	● 04:00 Mtg with Charles 4 more	
24	25	26	27	28	29	30
Travel - UK ● 11:30 IP3 Mtg w/Bosun Ore	● 07:15 United 919	● 09:00 IP3 Mtg w/Korn Ferry 10:30 IP3 Weekly Update w/ 4 more	Travel - NJ ● 08:10 Amtrak: 56 Vermont 2 more	10:00 ANP Weekly Africa Update 10:00 ANP Weekly Africa Update 4 more	● 08:30 IP3 Call w/GEN Keane ● 09:30 Weekly Update w/Rick 3 more	
31	Aug 1	2	3	4	5	6
	13:00 IP3/ANP Management 13:00 IP3/ANP Management	10:30 Bud's Memorial Service	● 08:00 IP3 Mtg w/Amb Philip 10:00 IP3 Mtg w/Annie Char 2 more	BEIS RFI Due ● 09:00 IP3 <-> DIGITAL NATIC 3 more	10:00 IP3 Mtg w/Fritz Roegge 13:00 IP3 Weekly Update w/ 2 more	



× Travel - UK

Save

More actions ▾

International Traveler

Event Details Find a Time

🔔 Add notification



Free ▾

Default visibility ▾



B

I

U



📝 Create meeting notes

London Marriott Hotel Kensington
147c Cromwell Road, Kensington London SW5 0TH United Kingdom
Phone: +44 20 7973 1000
#71820621 (16-19 Jul)

London Marriott Hotel Marble Arch
134 George Street London W1H 5DN United Kingdom
Phone: +44 20 7723 1277
#70884420 (19-20 Jul)

London Marriott Hotel Kensington
147c Cromwell Road, Kensington
Phone: +44-20-7973 1000
Confirmation: 83744805 (20-25 Jul)

Guests

Add guests

Guest permissions

- ☐ Modify event
- ☒ Invite others
- ☒ See guest list



My Fix



Traveler Name

Visit to

City, State/Country
City, State/Country
City, State/Country

27 May - 15 July 2022

US Embassy, UK
33 Nine Elms Lane
London SW11 7US
+44 0 20 7499 9000

US Embassy, Bulgaria
16, **Komak** Street
Sofia 1408, Bulgaria
+359 2 937 5100

Monday, 27 June 2022
Washington DC

Dress: Travel Casual

Washington DC: 78/59

- 2200 Depart Dulles enroute Frankfurt
- o United 932
 - o Confirmation: IVQD20
 - o FT: 8:20 min (ADV clock 6 hours)

Tuesday, 28 June 2022
Sofia, Bulgaria

Dress: Travel Casual

Sofia: 82/59

- 1210 Arrive Frankfurt
- 1630 IP3 Weekly Update w/BDD
- o Via Google Meet
- 1915 Depart Frankfurt enroute Sofia
- o United 9270 (Lufthansa)
 - o Confirmation: IVQD20
 - o FT: 2:10 min
- 2225 Arrive Sofia
- Depart enroute Sense Hotel
- o Via Uber/Taxi
 - o DT: 0:10 mins
- Arrive Sense Hotel
- o 16 Tar **Qapobdital** Boulevard Sofia 1000 Bulgaria
 - o Front Desk: +359 2 446 2500
 - o Confirmation: 84191609

Wednesday, 29 June 2022
Sofia, Bulgaria

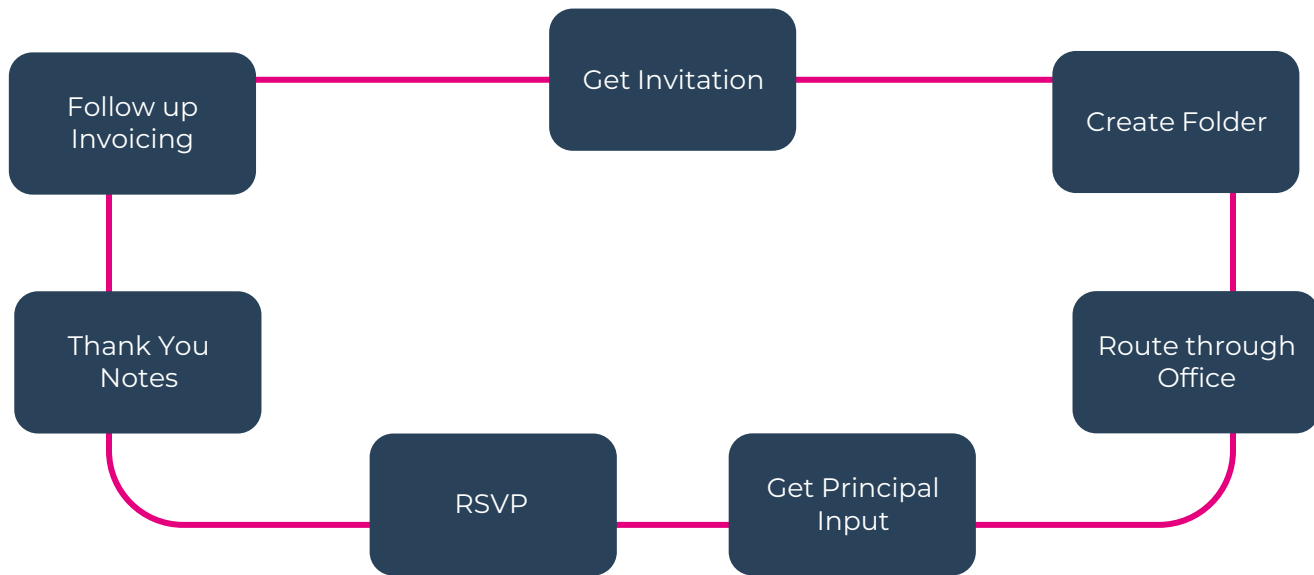
Dress: Business

Sofia: 84/60

- At Leisure Depart enroute **Eliafi** Center for Education and Culture
- o Uber/Taxi
 - o DT: 0:15 min
- 1330 Arrive **Eliafi** Center, 1700 Studentski **Kompleks**
- Atlantic Club Energy Dissected 2.0
- 1400 Welcome Remarks
- o Dr Solomon Passy, President Atlantic Club
 - o David Evans, President American University in Bulgaria
- 1410 Keynote Address
- o HE Hero Mustafa, **Amb** to US in Bulgaria
 - o PDML Mike Hewitt, CEO IP3
 - o Alexander **Vladimir** **Mate** of Bulgaria
- 1430 Roadmaps to Action: What is required to generate energy security at a national, European, and international level?
- o Moderator: **Amb** Elena **Pontodanma**, VP Atlantic Club
 - o Panelists: **Amb** Richard **Morningstar**, Vladimir **Milos**, **Radoslav** **Ebarski**, Dr Michael **Kratchinski**, Vitor Nasr
- 1550 Aligning the Energy Policies - Transfer of Technology and Business Models from South to North
- o Moderator: **Andrey** **Rachkovsky**, CEO **Eiga** Services and **Anthil**
 - o Panelists: **Alexandra** **Idoulsou**, Lukas **Mandi**, Dirk **Bushle**, Edward Friedman, **Karl** **Boshay**
- 1700 Renewables as Investment in Volatile Energy Markets
- o Moderator: **Kaiman** **Stavkov**, Chief Economist EMI
 - o Panelists: **Amb** Ivan **Vasilev**, Milko **Kovachev**, Boyko **Nitsov**, **Milana** **Sinilova**
- 1815 Adjourn



Independent Consultant





My Fix

Invitation Input

INVITATION INPUT FORM

EVENT DETAILS		ADMINISTRATIVE	
From	John Doe, VP Test Co	Received	01-May-21
Event	Annual 4th July Celebration	RSVP by	30-Jun-21
Location	Washington DC	Phone	(999) 999-9999
Date	04-Jul-21	Time	5pm
Dress	Casual	Cost	\$50.00
Honorarium:		<input type="checkbox"/> Invoice Required	
Expenses:			
Remarks	This is the third year we have been invited to participate. You did not go last year due to travel but did attend previous two years		
Guest Invited?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Conflicts:	You are currently available should you like to attend
Invite Link:	link to actual invitation		

Forward:

Home Page



Independent Consultant

Invitation Input

EVENT DETAILS		ATTENDANCE	
From	John Doe, VP Test Co	Attend?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Event	Annual 4th July Celebration	Guest Invited?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Location	Washington DC	Guest Attend?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Date	04-Jul-22	Your Comments	
Time	5pm	We will have the grandkids during that time, find out if this is a family event. If so, we will attend, if not, regret	
Dress	Casual		
Cost	\$50.00		
Remarks	This is the third year we have been invited to participate. You did not go last year due to travel but did attend previous two years		

Honorarium:

Expenses Paid:

Availability:

You are currently available should you like to attend.

Print Item

Home Page

Invite Link: [link to actual invitation](#)



My Fix

Scheduler Pending Items x

RSVP and Coordination Input

EVENT DETAILS	
From	John Doe, VP Test Co
Event	Annual 4th July Celebration
Location	Washington DC
Date	04-Jul-22 Time 5pm
Dress	Casual Cost \$50.00
Honorarium	<input type="text"/> <input type="checkbox"/> Invoice Required
Expenses	<input type="text"/>
Remarks	This is the third year we have been invited to participate. You did not go last year due to travel but did attend previous two years
Conflicts	You are currently available should you like to attend.

SCHEDULING	
Attendance?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Guest Invited?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Guest Attend?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Comments We will have the grandkids during that time, find out if this is a family event. If so, we will attend, if not, regret	
<input checked="" type="checkbox"/> Complete	

RSVP/POC INFORMATION	
Phone	(999) 999-9999
Invite Link	link to actual invitation
RSVP Information Event contact: Joanne, joanne.doe@sample.com This is not a family event so regret was submitted	
Complete: 12-Sep-21	

Home Page



The Assistant

Search

Joe Smith

Business Development • VEXA Services



Edit



Contact details

✉ smith@vexaservices.com • Home

☎ (555) 123-4567 • Mobile

📄 123-45-7890

4 May 1968

New York City NY

Gray Nissan Rogue

VA - UBG1234

VA: A12349876

Allergies: garlic

Diet Coke (doesn't like coffee)

Favorite restaurant when in DC: Old Ebbitt Grill

Prefers United Airline (aisle seat only)

Does not take meetings on Fridays

Introduction from Amanda (Dec 2019 UK trip)

EA: Lisa Pimm

**YOUR “Make it
Work” Moments**

A **BETTER** Way

VAST

- Created *by* EAs *for* EAs
- Sits on top of Google and Outlook
- No need to transfer to an entire new system
- Easy, intuitive forms
- Get rid of homegrown templates, forms, spreadsheets and databases
- Make your work life easier and better organized





Weekly project management meeting

Micro-Detailer

Australia Time - Sydney Time zone

Save

More actions ▾

RSVP: Yes ▾

Add note / guests

Guests

Add guests

Guests you invite will receive an invitation, but won't appear in the guest list after you save this event ?

1 guest

1 yes



Tony Le

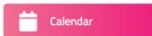
Open in VAST



Micro-Detailer



Main Menu



Events

Travels



Quick Menu



Search

VEXA Services

Back to Calendar

Sync Calendar

Edit Event

Event Details

Title

Sample event title.

Date & Time

May 10, 2022 10:00 AM to May 10, 2022 11:00 AM

Location

Pete's Coffee on Addison

Description

Meeting about new client project at usual coffee place meet up. Table is already reserved.

Event Type

Event

Event Contact

First Name

Eric

Last Name

Jones

Email Address

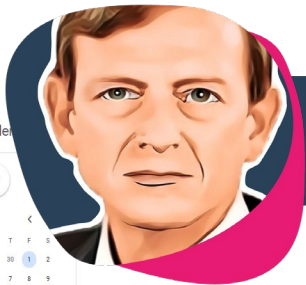
ejones@domain.com

Phone Number

773-123-4567

Note

Favorite coffee is White Chocolate Mocha.



International Traveler

Calendar

Create

July 2022

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Meet with...

Search for people

My calendars

- ☒ Tony's Calendar
- ☐ Birthdays
- ☐ Reminders
- ☐ Tasks

Other calendars

- ☒ Holidays in United States

Sample Meeting

Monday, July 11

Take meeting notes

Start a new document to capture notes

Tony's Calendar

Open in VAST



Month



Google





International Traveler

Search...

Search

VEXA Services

Sync Calendar

Edit Event

Event Type
Travel

Event Details

Title

Travel - UK

Date & Time

May 10, 2022 10:00 AM to May 10, 2022 11:00 AM

Location

Duties Airport, Washington DC

Description

Flight Information

Flight #	Confirmation #
United 989	Jones
seat 10A	Time Change
3F	+8_Hours
Note	
No meat served	

Quick Menu

Pending Items

Upcoming

Bookmarked


Settings

Logout



Independent Consultant

VAST - Mockups v1 > Invitations - Create Invite

**VAST**
EX ADMIN SOFTWARE

Main Menu

- Calendar
- Contacts
- Invitations**
- Expenses and Reimbursements

Quick Menu

- Pending Items
- Upcoming
- Bookmarked

Search...

Search

VEXA Services ▾

[Back To Invites](#)[Create Invite](#)

Invite Details - Incomplete (5/12 Filled Out)

From *

Atlantic Council

Event *

Reception iho John Doe

Location *

The Metropolitan Club, Washington DC

Date *

4 Nov 2022

Time *

6pm-7pm

Dress Code

Business Attire/Cocktail Dress

Honorarium

Invoice Required

Administrative

Received

30 Jul 2022

RSVP By

13 Oct 2022

Phone

202-555-0001


Remarks

You regretted last 2 invites from Atlantic Council

Conflicts

No current conflicts


Made with Adobe XD

 < 10 of 22 >

Link updated: Aug 26, 5:23 PM



Independent Consultant



Main Menu

- Calendar
- Contacts
- Invitations**
- Expenses and Reimbursements

Quick Menu

- Pending Items
- Upcoming**
- Bookmarked

Search...

Search

VEXA Services ▾

Back To Invites

1 Pending Decision

2 Final Approval

3 Added To Calendar

Invite Details

▼

From

Leaders Summit

Event

Leaders Summit

Date

07/08/22

Time

9:00 AM

Dress Code

Business

Costs

\$150

Honorarium

-

Invoice Required

No

Guest Invited?

No

Link

<https://leaderssummitchicago.org>

Print

Submit

View in Calendar

Attendance

Attending?

☐ Yes ☐ No

Guest Attending?


☐ Yes ☐ No

Comments



The Assistant

VAST - Mockups v1 > Contacts - Contact Details



VAST
EX ADMIN SOFTWARE

Main Menu

- Calendar
- Contacts**
- Invitations
- Expenses and Reimbursements

Quick Menu

- Pending Items
- Upcoming
- Bookmarked

Search

[Back to Contacts](#)

Contact Details

First Name	Last Name
Willie	L. Vickers
Email Address	Phone Number
WillieLVickers@armynaps.com	414-271-8915
Position	Company
Manager	White Hen Pantry

Family Details

Spouse First Name	Spouse Last Name
Katherine	L. Vickers
Spouse Date of Birth	Anniversary
08/06/1972	09/15/2000

Sync Calendar

Edit Contact


Custom Fields Enabled


Family Enable

Notes

No notes found.

Made with Adobe XD



 < 10 of 22 >

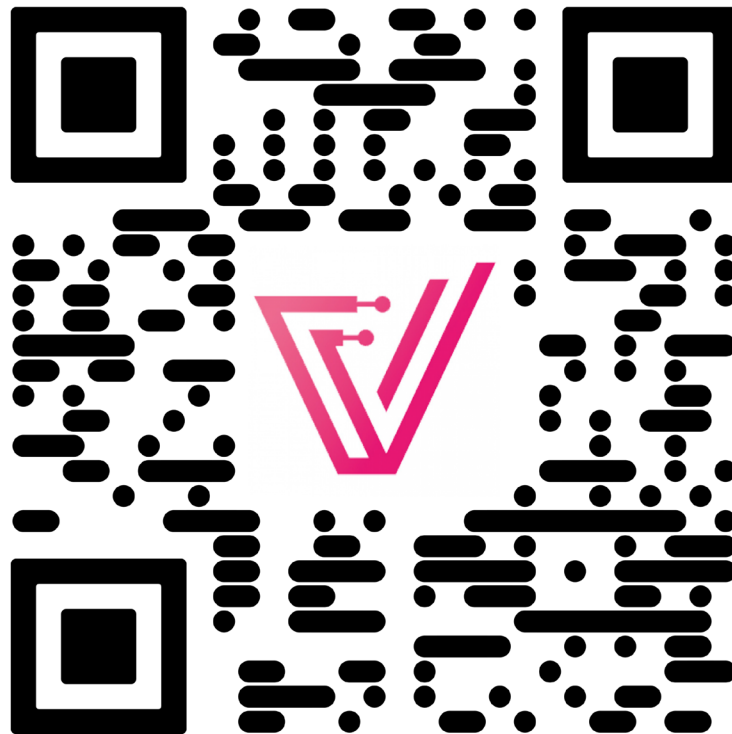
Link updated: Aug 26, 5:23 PM

Wrap Up

Software *for* Executive Assistants build *by* Executive Assistants

- Meet my principals
- Make it work
- Your “make it work” moment(s)
- VAST introduction





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info@vexasoftware.com