

Gift Ideas

Fitting Gifts For Administrative Professionals

(NAPSA)—Administrative professionals are often the organizational memory of a company, as they smooth the professional lives of those they assist. Most of the 8.9 million administrative assistants in the U.S. are appreciated by those they work for every day. Now their employers have a great opportunity to show that appreciation.

Employers can reward their administrative assistants with a special gift that recognizes the importance of administrative professionals in corporate America.

The question of what to give poses a challenge to employers. Gifts cannot be too personal, such as a new blouse; nor too utilitarian, which would take away the recognition and reward aspect. Traditional gifts, like flowers and candy, aren't the all-purpose solutions they once were, with the increased number of men in administrative jobs, and the popularity of anti-sugar diets. What's more, executives can't exactly delegate the task of gift shopping for this holiday to their assistants.

To help, here are some suggestions for giving gifts to the people who help you at work:

- Business-related items such as personalized business cards
- A desktop nameplate
- Desktop reference tools
- Cash bonuses for exemplary performance are nice, but the



Gift certificates can make great gifts for employees and are a simple solution for employers.

recipient often buys something mundane, such as groceries, and the positive association with the gift is diminished.

Perhaps one of the most well-received gifts for employees are gift certificates. A gift certificate can be particularly appreciated because it recognizes that employees have different tastes and personalities. One online gift certificates provider offers the SuperCertificate, a gift certificate that can be used online at www.giftcertificates.com, choosing original gift certificates from hundreds of stores, restaurants, theaters and more. Employers can easily buy these SuperCertificates online and have them mailed or e-mailed to their assistants.

Note: This tips story is evergreen and can be run throughout the year. It may be particularly relevant during National Administrative Assistant's Week, in late April.