



January/February 2007

The Newsletter for ASTD Northeast  
Florida Chapter

[www.astdnefl.org](http://www.astdnefl.org)



**President's Message**

Rachel Wical

**What Improv Has Taught Me About Working Effectively in a Team Environment. (Part 1)**

The ASTD NEFL Board of Directors had our Strategic Planning Advance in January and it really got me thinking about teamwork. This got me thinking about improvisation, which some of you may know is my hobby.

An improvised scene is all about team work. Maybe one player shines in a scene, but a different player will shine in the next. Trust is essential. Your job is not to make yourself look good. Your job is to make everyone **else** look good. When you are in a scene, the better you make your partners look, the better the scene is going to be and, as a direct result, the better you are going to look.

**Here are a few "guidelines" of improv and how I see the parallel between these and working effectively on any team.**

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Guideline	Team Environment
1. <b>Yes, and...</b> (the foundation of improv)	This guideline instructs players not to work against each other or deny. Instead, it encourages that you build something together. This is a great philosophy and is especially useful in meetings and brainstorming sessions.  Of course, we all know that there are times when "no" has to be said, but instead of just saying "no" to a suggestion, give "yes, and..." a try by recommending some ideas that will support or improve the original suggestion.
2. <b>Trust and Teamwork</b>	Just as improvisers need to trust the other players on stage, professionals need to trust that their colleagues will support them and offer help when it seems necessary. Furthermore, professionals should feel like they can trust their colleagues enough to approach them to request assistance, if needed.

	The most effective way to build trust is to work together. There are no magic potions; it can only be produced through honesty, fairness and teamwork - making mistakes together, and in turn learning together and from one another.
<b>3. Listen</b>	<p>Listening is crucial in improvisation! Think how embarrassing it would be to be on stage with someone who has just professed their endless love and devotion to you and then suddenly proposes, and you reply with "Dad, can we just go and get some pancakes now?" (<i>It's OK, the scars have healed and I'm a better performer now because of it</i>)</p> <p>Without a doubt, listening skills are vital. Most professionals who listen well have an inherent awareness of their surroundings. They're able to really communicate with their colleagues and understand the perspectives and expectations of others.</p>
<b>4. Give and Take</b>	<p>Know when to take the lead and when to be a supporting player. We are here to support each other to make sure the scene/project/task gets done well. You have to look for opportunities to take the lead or give it to someone else in order to make a scene successful. In a team environment, this applies to the delegation of roles and responsibilities, as well as recognizing accomplishments.</p> <p>Avoid judging what is happening except in terms of whether it needs help or how you can best support it <i>if</i> your support is needed.</p>

**Please join me next month for Part 2, when I reveal the next four Improv Guidelines and their applications for working effectively in a team environment.**

As this year's President I am working with a phenomenal Board of Directors and Committee Volunteers who will be providing some **exciting events and services for our members in 2007!** Read more of this newsletter to learn what they are....

I couldn't be more pleased because this is a group of dedicated, professional, and really darn SMART people!!

[president@astdnefl.org](mailto:president@astdnefl.org)

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## Information Update

### Is your contact information correct on the Chapter Website?

Please help us out by following these steps:

1. Go to <http://www.astdnefl.org/>
2. Click on **Member Services** on the left
3. Log in with your email address and password (if you forgot your password, you can have it emailed to you)
4. Click on **Membership Directory**
5. Click on **Change Member Information**
6. Make any appropriate changes
7. Click **Update**

Having your information correct on the Membership Directory will allow your colleagues to contact you for networking.

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## UNF Excellence Awards Winners

Steve Borowiec

### Employee Development Awards Winners by UNF Division of Continuing Education

The 6<sup>th</sup> Annual Excellence in Employee Development Awards was held on Wednesday, December 6 by the University of North Florida, Division of Continuing Education in cooperation with the American Society for Training & Development, NE Florida Chapter and Society for Human Resource Management, Jacksonville Chapter. More than 225 persons attended the event at the UNF University Center.

The awards recognized companies, organizations, departments, teams, and individuals whose outstanding achievements have significantly advanced workplace learning and performance. Winners were:

#### Excellence in Employee Development Award

§ Sea Star Line, LLC

§ Carnival Cruise Lines

#### Excellence in Learning Partnerships Award

§ Sea Star Line, LLC

§ Amelia Island Plantation

#### Trainer Excellence Award

§ Sea Star Line, LLC: Shawna Hunt

§ Commander, Destroyer Squadron 24: Stephen A. Elkins

### **Excellence in Measuring & Evaluating Training Award**

§ Convergys

### **Excellence in E-learning/Blended Learning Award**

§ Alcorn, Ward & Partners, Inc./Park University Enterprises, Inc.

§ Interval International

§ Washington Mutual

### **Excellence in Program Design Award**

§ Community First Credit Union of Florida

§ Blue Cross Blue Shield of Florida

[Click Here for Full Press release](#)

## **Upcoming Events**

Darlene Rivers/Darrin Hayes



### **February 6, 2007 eSIG meeting**

#### **Got Knowledge? A Case Study in a Knowledge Base Selection**

Presented by GinaMaria Jerome

EverBank, 8100 Financial Way, Jacksonville, FL, USA

Start: Tue 2/6/2007 7:45 AM - 9:15 AM

Knowledge management is a hot ticket today as companies scramble to find the best ways to store knowledge, access knowledge, and keep it fresh and current. The Customer Support Center of Fidelity Information Services recently selected and implemented a Talisma knowledge base to address these needs. GinaMaria Jerome, a consultant to Fidelity, will walk us through the steps of the knowledge base selection from the vision document to signing the contract. She'll then share with us the analysis process for customizing the knowledge base for the needs of the CSC, and will demonstrate the customized features of the knowledge base.

**GinaMaria Jerome** is a performance improvement consultant and business coach who has worked with the nation's leading Fortune 500 companies. The author of over 200 articles and three books, she has consulted for Blue Cross and Blue Shield, Motorola, Dell

Computer, Compaq, Pace Foods, and Oracle. She spear-headed the knowledge base project for Fidelity, capturing the customer's needs, tailoring the product, and incorporating adoption methods.

**February 15, 2007 Monthly Chapter Meeting:**

**Six Daily Steps: How to find the perfect balance of prosperity and Purpose - John Chappellear**

Wyndham Hotel: 11:30 a.m. – 1:15 p.m.

**March 15, 2007 Monthly Chapter Meeting:**

The Killer Be's: Avoiding Costly Communication Mistakes

Dr. Sal Sinatra

Wyndham Hotel: 11:30 a.m. – 1:15 p.m.

**April 19, 2007 Monthly Chapter Meeting:**

LearningWare: How to add excitement & boost comprehension through Game-Based reviews & assessments

Bob Berentz

Wyndham Hotel: 11:30 a.m. – 1:15 p.m.

To sign up for ASTD Northeast Florida events, [click here](#).

To review events from recent months, [click here](#).

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**Florida Conference**

Rachel Wical



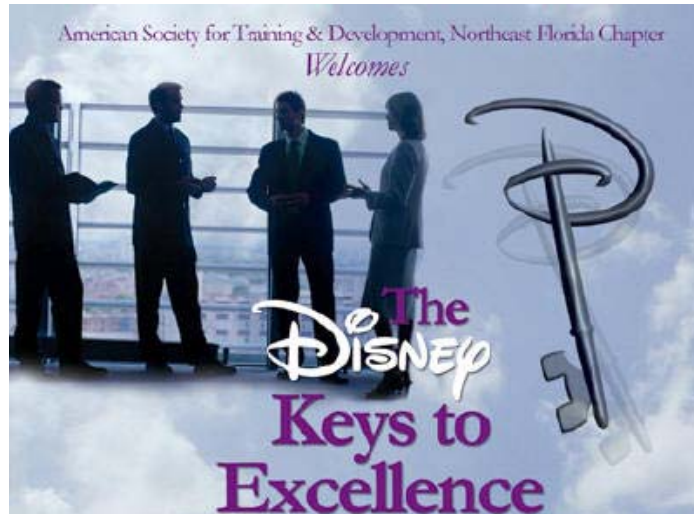
Last year, almost 100 professionals from ASTD chapters throughout Florida attended the 1st Annual ASTD Florida Learning is Leading Conference. Save the Date and tell your colleagues about the 2nd Annual ASTD Florida Learning is Leading Conference, Thursday-Friday, February 8-9, 2007, at Valencia Community College, Criminal Justice Institute in Orlando, FL. The conference is sponsored by the Florida ASTD Chapters for Workplace Learning and Performance professionals in the state along with professionals who recognize the importance of Workplace Learning and Performance to their organizations.

For full details or to register, click here:  
<http://www.astdfloida.com/>

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**Disney Keys To Excellence Workshop**

Sharon Kimble



American Society for Training & Development, NE Florida Chapter

Welcomes

### ***The Disney Keys to Excellence***

What if you had the opportunity to learn from one of the most world renowned companies of all time? What if your business could benchmark with the Walt Disney World Resort®? Discover "The Business Behind the Magic!"

The program agenda will consist of four 90-minute sessions that explore business practices at the *Walt Disney World*® Resort. Topics to be covered are:

- Leadership, Disney Style
- Management, Disney Style
- Service, Disney Style
- Loyalty, Disney Style

This program is appropriate for CEOs, executives, senior level managers and professionals.

Tuesday, May 1, 2007

University of North Florida, University Center

8:00 a.m. – 5:00 p.m.

Fee:

- \$415 per person
- Early registration discount for registration received before 5:00 p.m. on February 1, 2007: \$395 per person

- Registration discount for groups of five or more from the same employer: \$375 per person.
- Registration fee includes continental breakfast and lunch.

To register go to [www.astdnefl.org](http://www.astdnefl.org).

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## Disney Keys To Excellence Sponsorship Opportunities

Darlene Thomas Rivers



American Society for Training & Development Northeast Florida Chapter Welcomes a Special Professional Development Event

Dear Potential Sponsor:

We are excited to announce that Disney Institute is bringing its renowned professional development program, "The Disney Keys to Excellence," to Jacksonville on May 1, 2007. Locally sponsored by the Northeast Florida Chapter of ASTD, this one-day program will give local business professionals the opportunity to discover "The Business Behind the Magic" that Walt Disney World® Resort has created for millions of guests from around the world for more than 30 years.

**The Jacksonville Disney Keys program has four 90-minute sessions:**

- Leadership, Disney Style
- Management, Disney Style
- Service, Disney Style
- Loyalty, Disney Style

As a local business leader, we are asking your support in helping us bring this prestigious program to our area with a program sponsorship. Limited sponsorships are available at the following levels:

- Bronze            \$1,000
- Silver             \$1,500
- Gold               \$2,500
- Platinum          \$7,500

Your sponsorship contribution will include the following for your business:

- Complimentary registration(s) to the program (a value of \$415 per person)
- Your organization's name and logo on select promotional materials, brochures and registration forms
- An exclusive sponsor exhibit area at the event to showcase your business
- Your company's information included in each participant's registration packet

In order to take full advantage of this one-time opportunity and to ensure your inclusion on all related promotional materials, we need your immediate commitment. *(Payment of sponsorship fee and receipt of logo in proper format is required by February 1, 2007 to be included in event.)*

***Please contact Darlene Thomas Rivers, Sponsorship Committee Chair, at 904-742-2974 for more information.***

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**Working Together**

Sharon Kimble

### **Help Us Market The *Disney Keys to Excellence* Event**

#### **The Goals**

- Provide day of outstanding learning for business, government & non-profit leaders and professionals across all industries in Jacksonville
- Expose ASTD to many new, influential people – who we are, what we do, why they should become a member OR support membership within their organization

#### **What We Will Do with Event Profits**

- Bring high-profile speakers to future ASTD meetings
- Provide more member benefits, such as sending members and chapter leaders to International Conference & Expo

#### **How YOU can Make This Event a Success**

- **Email** your business contacts, customers, suppliers, friends, colleagues, and coworkers. Send a personal note plus information about the event. (See "Marketing Tools" below or on back.)
- **Speak up** in professional organization meetings and businesses – announce the event and carry brochures and postcards with you to hand out. **Tell everyone you know!**
- **Post** on your company's bulletin boards, intranet, and email distribution lists (with necessary approval, of course!) the brochure, postcard, and electronic information
- **Display** the 3'X4' posters in your training area or company lobby

**URGENT – The Early Registration Discount Expires February 1, so send information out now!**

### Marketing Tools

#### Success Stories

- A Steering Committee member emailed information to a client. Five managers registered that day!
- Another person announced the event at an association meeting. Three companies signed up so far.

#### Handouts

- Brochure
- Postcard
- Flyer: 8 ½ X 11"

#### Posters

- 3'X4' Disney Keys to Excellence Posters

Contact **Steve Borowiec** for handouts & posters at 620-4241 or [Director2@astnefl.org](mailto:Director2@astnefl.org)

Contact **Paul Stromberg** about group enrollments at 904-551-9000 or [astd.nefl@gmail.com](mailto:astd.nefl@gmail.com)

Contact Sharon Kimble, Chairperson, for other information at 904-244-9894 or [sharon.kimble@jax.ufl.edu](mailto:sharon.kimble@jax.ufl.edu)

#### Emails to Forward:

- The email notification about the event that you received from ASTD

#### Links to Include in Emails

- The Chapter web site: [www.astdnefl.org](http://www.astdnefl.org)

- C-vent Link URL to register:  
<http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=ed101eb8-5e15-491c-89eb-17a2492fff36>

### Email Attachments

- PDF Files of postcard, brochure & flyer -- *Coming soon* to the ASTD NEFL website

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## e-Learning Spotlight

Darrin Hayes

### eSIG 2007 – Looking Ahead

As the 2007 V.P. for Programs - eSIG, I want to introduce a theme we want to explore this year as part of our annual goals for eSIG: **Community Building & Knowledge Sharing.**

The idea for this emphasis came during the Learning2006 Conference held last Fall in Orlando, where the conference theme was "Learning in a Flatter World." Traditionally, e-Learning has focused heavily on the transfer of knowledge between the instructor, or SME, and the learner. While that model is still important, a significant emphasis is emerging on peer-to-peer learning, thanks to the abundance of simple to use web tools like discussion forums, wikis, blogs, podcasts, and the like.

In our e-Learning Spotlight columns this year, we'll take a look at some of these tools and opportunities for peer-to-peer learning. And we'll look for opportunities to engage each other on these topics, either in one or more of our eSIG meetings, or as we communicate before and after meetings.

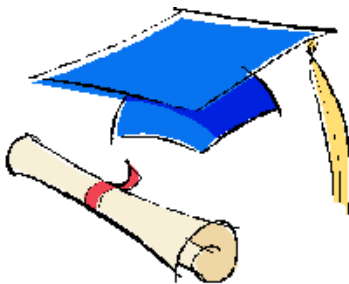
In short, we want to explore tools and approaches for tapping into the broad-based knowledge, experience, and enthusiasm of the folks right here in our eSIG community – that means you!

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## ASTD Certification

Linda Hasselbach



### Professional Development Opportunities

A new list of Professional Development Opportunities for Workplace Learning and Performance (WLP) Professionals is coming soon. It includes information from Conferences to Certificates to Webinars, from local to national - something for everyone. The new list will be posted on [astdnefl.org](http://astdnefl.org) in January 2007. For more information or to add opportunities to the list, contact Linda Hasselbach at [professionaldevelopment@astdnefl.org](mailto:professionaldevelopment@astdnefl.org).

### CPLP Study Group

Join us for the CPLP (Certified Professional in Learning and Performance) Study Group sessions on Monday nights at the Southeast Regional Library, 6:00 - 8:00 p.m. We are studying through the nine Areas of Expertise to prepare for the Certification Exam. We always have an interesting discussion and there is no obligation to take the exam. For more information contact Linda Hasselbach at [professionaldevelopment@astdnefl.org](mailto:professionaldevelopment@astdnefl.org) or 493-9222.

**[Now Available: ASTD Learning System and pCPLP Bundle](#)**

ASTD Press and the ASTD Certification Institute have teamed up to offer you the ASTD Learning System and the pCPLP (practice CPLP knowledge-based exam) at a special price. Save more than \$60 when purchased as a bundle.

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### **Cvent Event Registration System**

Diane Elkins

Our chapter has been using Cvent for several years to manage our event registration, e-mail distribution, and membership lists. It has helped our chapter increase communication, increase attendance at events, all while reducing our costs.

Cvent's event registration and e-marketing solutions, which also include Event Budgeting, Web Surveying, and Reporting tools are used by over 5000 corporate and association event planners and marketers in the U.S. Cvent's client include small and large organizations such as Marriott, Yahoo, Blue Cross Blue Shield, KPMG, and associations such as American Marketing Association, American Institute of Architects, PCMA, etc. As part of our partnership with Cvent, any of our local chapter members can receive a 10% discount on license and maintenance fees.

If you are interested in learning more about Cvent, please [contact me](#).

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### **Support Your Chapter**

Diane Elkins

#### **ASTD WANTS YOU!!**

Our chapter is only as successful as the volunteers we have. As we start off a new year, there are lots of great ideas and new energy. Would you like to be a part of making some of those ideas come to life? We have a number of volunteer opportunities to fit anyone's time and talents.

Current volunteer opportunities:

Director of Fun and Adventure

New Member Ambassador

Hospitality Team

Newsletter Editor

Director of Member Involvement

Employee Learning Week Chairman

Membership Renewal Campaign Manager

Director of Programming for New Trainers

Consultant's Special Interest Group Task Force

Blueprint for Prosperity Project Manager

Do any of these pique your interest? Would you like to meet more people, gain new leadership skills, and get more involved? I'd love to talk to you more about any of these positions. Please call or send an e-mail.

Diane Elkins

(904) 254-2494

[volunteer@astdnefl.org](mailto:volunteer@astdnefl.org)

### **ASTD Chapter Incentive Program (CHIP)**

Support the ASTD Northeast Florida chapter! When you renew your national membership, buy a book, or register for a national conference, just use our chapter source code, and our chapter earns a revenue share. Type our chapter source code into the box at Checkout. If you have a paper order form, write the chapter source code on it.

**The chapter source code for the Northeast Florida Chapter is CH9036.**

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### **From ASTD National**

#### **[ASTD Announces New Board Members](#)**

ASTD has a new chair, chair-elect, and six new members on its 16-seat board of directors.

#### **[Free to Members: Area of Expertise Webcasts](#)**

Enhance your professional knowledge, as well as prepare for the CPLP™ exam by viewing the AOE Webcast series. The eight

programs explore the [ASTD Learning System's](#) nine area-of-expertise modules in depth and detail.

### [The ASTD TechKnowledge® 2007 Conference & Exposition Has Almost Arrived!](#)

Make your plans now to join ASTD in Las Vegas. Remember, online conference registration ends January 22. Don't miss out on one of the industry's leading e-learning events.

### [2007 CPLP™ Registration for ALL Testing Windows is Open](#)

Join the hundreds of your colleagues who have already become CPLP™ certified. The ASTD Certification Institute is offering four knowledge-based testing windows in 2007. Register now to reserve your spot!

ASTD 1640 King Street Alexandria, VA 22313 [www.astd.org](http://www.astd.org)

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## Certificate Programs

Ken Sprague



### Upcoming ASTD Certificate Programs

ASTD's certificate programs provide you with the level of knowledge and recognition that you need to perform on the job and succeed professionally. For the complete schedule of ASTD Certificate Programs, visit the [ASTD Website](#).

**The complete 2007 ASTD Certificate Program Schedule will be available soon. Check the program Websites for details.**

To register for a program, simply click on the title you are interested in. You will be directed to the program Website.

***New for 2007!***

#### [Career Planning and Talent Management Certificate Program](#)

March 22-23, Alexandria, VA

***New for 2007!***

#### [Coaching Certificate Program](#)

March 29-30, Alexandria, VA

#### [Designing Learning Certificate Program](#)

February 7-9, Fort Worth, TX

February 21-23, Orlando, FL

March 26-28, Los Angeles, CA

#### [E-Learning Instructional Design Certificate Program](#)

March 8-9, Tampa, FL

March 20-21, Los Angeles, CA

#### [Facilitating Organizational Change Certificate Program](#)

February 22-23, Orlando, FL

**[Human Performance Improvement \(HPI\) in the Workplace Certificate Program](#)**

February 21-23, Orlando, FL  
March 5-7, Chicago, IL

**[HPI - Analyzing Human Performance Certificate Program](#)**

February 21-23, Orlando, FL  
March 12-14, Alexandria, VA

**[HPI - Selecting HPI Solutions Certificate Program](#)**

March 19-21, Alexandria, VA

**[HPI - Transitioning to Human Performance Improvement Certificate Program](#)**

February 7-9, Fort Worth, TX

**[Managing the Learning Function Certificate Program](#)**

March 5-7, Chicago, IL

**[Measuring and Evaluating Learning Certificate Program](#)**

January 28-30, Las Vegas, NV ( [ASTD TechKnowledge® 2007](#) )  
March 5-7, Chicago, IL

**[ROI Skill Building Certificate Program](#)**

February 22-23, Orlando, FL  
March 27-28, Los Angeles, CA

**[Test Design and Delivery Certificate Program](#)**

March 27-28, Los Angeles, CA

**[Training Certificate Program](#)**

February 5-7, Boston, MA  
February 21-23, Orlando, FL  
March 5-7, Chicago, IL  
March 26-28, Los Angeles, CA

ASTD 1640 King Street Alexandria, VA 22313 [www.astd.org](http://www.astd.org)

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**Seeking Your Voice**

Plummer

Linda

The 2007 NE Florida Chapter ASTD Survey is an important means for obtaining useful information to help your Board and committees plan programs, services, and events that meet your needs. If you haven't already taken the survey, then please take from 3 to 5 minutes to complete it.

As an incentive for completing the survey, you can enter your name at the end. We will draw three names at random to receive a free Chapter meeting. To take the survey, click on this link or copy and paste it into your browser.

<https://websurveyor.net/wsb.dll/67039/ASTDsurvey.htm>

Please complete the survey by February 6<sup>th</sup>. Thank you for your participation.

Linda Plummer  
Plummer & Associates

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## Sponsor and Advertising Program Opportunities Still Available

Denise

Shinn



**Now** is a great time to reach ASTD Northeast Florida Chapter members about your products & services through the Sponsorship and Advertising Program.

### **Sponsorship and advertising are a high-value proposition.**

- There are over 300 ASTD Northeast Florida Chapter members.
- Members represent companies with one to over ten-thousand employees.
- The newsletter reaches over one thousand readers six times each year.

Given the numbers and decision-dollars involved, sponsorship represents a valuable advertising proposition at an extremely low cost.

### **Flexible options and affordable fees.**

We offer different media combinations to reach your audience the best way. Sponsorship and advertising costs start at just \$25 for a single newsletter banner ad. Meeting sponsorships, Web ads, meeting announcement ads and mailing labels are also available.

If your products & services would help ASTD members, just pass this information to your company's marketing team. Also, let your vendors know about ASTD sponsorships and advertising.

For more information, please contact Denise Shinn, Vice President of Marketing, at (904) 705-2031 or [dshinn@dynamiccorp.com](mailto:dshinn@dynamiccorp.com).

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## Chapter Information

### **Mission**

ASTD Northeast Florida Chapter is a resource organization committed to providing learning and performance solutions to

chapter members, training professionals and the community.

### **Vision**

ASTD Northeast Florida Chapter is the leading organization for professional training resources, having positive impact on our members and the community.

### **Leadership Team**

For names and contact information, go to  
[www.astdnefl.org/board\\_list.htm](http://www.astdnefl.org/board_list.htm).

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