



March/April 2007

The Newsletter for ASTD
Northeast Florida Chapter

www.astdnefl.org



President's Message

Rachel Wical

What Improv Has Taught Me About Working Effectively in a Team Environment (Part 2)

By Rachel Wical, Chapter President

Last issue I revealed some of the guidelines that make improvising successful. I related how these same guidelines can contribute to a successful team environment.

The guidelines I shared last issue were:

1. Yes, and... (the foundation of Improv)
2. Trust and Teamwork
3. Listening
4. Give and Take

This month I will pull back the stage curtains a little further and show you a few more Improv concepts that translate well to your work environment.

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Guideline	Team Environment
1. Never enter a scene unless you are needed.	Sure it would be fun to add to something, show how smart or talented you are, but how will another person learn if you do it all for them OR how could it have progressed if you didn't intervene?
2. Save your fellow player, don't worry about the scene.	If a team mate is floundering, it's a good time to "enter the scene." Help them take care of their needs and the overall scene/project/task will benefit from it
	If you lack commitment then your teammates, audience, or customers will usually know it and have a hard time supporting you.

Chapter Info

<p>3. Commitment</p>	<p>If you're trying something new, do it to the best of your abilities. It's easier to get behind a person and help them when you see that they are making a genuine effort.</p> <p><i>(One of our most beloved Improv players is the WORST singer I have ever heard - William Hung has nothing on him! - But darned if he doesn't sing with all his heart and nail every lyric of every song.....and the players and audience LOVE him for it!)</i></p>
<p>4. Perform to the top of your intelligence.</p>	<p>In Improv, it is very easy to "go blue". "Blue" is humor of an adult nature. It can be a challenge to perform above that level because it is so easy to make a dirty joke. It's a small attempt that usually results in only a small laugh. And what situation have you left your scene partners in? Well, they usually have to clean up your mess to save you and the scene.</p> <p>In a team environment, it's easy to "go blue" by not contributing to the level of performance you are truly capable of. And what situation have you left your work partners in?</p>
<p>5. Never underestimate or condescend your audience</p>	<p>..... or your team members, or our boss, or your customers. Whoever your "end user" is. They come with life experience that can be leveraged and expectations that need to be met.</p> <p>Instead of "Knowing your audience," which can lead you to underestimate them, "respect" your audience and know your service.</p>

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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Career Development

Deborah Walker

How to Ask for a Raise-and Get It!

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

- * Made your appeal based on emotion
- * Given your boss an ultimatum
- * Failed to plan ahead what to say figuring you could just "wing it"

And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research salary surveys.

If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys.

Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find.

Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible.

These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the likelihood that your boss will say yes.

2. Prove your worth.

Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally.

The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

- * Creating revenue opportunities

- * Discovering costs savings

- * Helping a coworker meet or beat a deadline

- * Developing a better process

- * Completing tasks ahead of time

- * Generating good will with clients or customers

Use your list of accomplishments to update your resume, featuring a "Highlight of Accomplishments" section that illustrates the positive impact you've had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don't have a record of your accomplishments and contributions, you are not ready to ask for a raise. A career coach

can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a career coach can help you quickly identify the contributions you've made to the company. This will build not only your case for a raise, but your confidence as well.

3. Plan your strategy.

Too often, people don't think about what they're going to say until they're actually in their boss' office. That's too late. You have to plan your strategy in advance, just as you would plan any business project. It's the only way to succeed.

With copies of salary surveys and salary scales, you'll have quantifiable evidence that your request for a raise is a reasonable one.

And you'll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you're not comfortable with doing that, or if you don't know someone who is a hiring manager, a career coach can help you craft your presentation.

A career coach has real-world experience in hiring and decision-making, so they've been in your boss' shoes. They can provide you with strategic tips that will help you win over your boss-or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a career coach will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you'll be ready to approach your boss with confidence.

And you'll be well on your way to getting the raise you have truly earned.

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at:

[www.AlphaAdvantage.com](http://www.alphaadvantage.com/) <<http://www.alphaadvantage.com/>>

Email: Deb@AlphaAdvantage.com

[Click Here for Full Press release](#)



Upcoming Events

Darrin Hayes

April 10, 2007 eSIG meeting

Using Video in E-Learning, Part 2: Digital Tools, Codecs, HD, and More

Presenter: Sam Fischer

EverBank, 8100 Financial Way, Jacksonville, FL, USA

Tue 4/10/2007 7:45 a.m. - 9:15 a.m.

April 19, 2007 Monthly Chapter Meeting:

Using Game Shows to Make Your Training Come Alive: How to add excitement and boost comprehension through game-based reviews and assessments

Wyndham Hotel: 11:30 a.m. – 1:15 p.m.

May 1, 2007 Disney's Keys to Excellence

Discover the Business behind the magic

UNF Continuing Education Center: 8:00 a.m. - 5:00 p.m.

May 8 , 2007 eSIG meeting

Managing Blended Learning Projects: Combining Instructional Design & Project Management

Presenter: Heather Kelley

EverBank, 8100 Financial Way, Jacksonville, FL, USA

Tue 5/8/2007 7:45 AM - 9:15 a.m.

EVENT FROM OTHER FLORIDA ASTD CHAPTERS

May 17 , 2007

Motivating & Retaining Employees - Unlock the Power to Learn/Perform

Presenter: Bob Pike

Three Oaks Conference Center

Ft. Meyers, FL, USA

8:00 a.m. - 4:30 p.m.

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International Conference

Rachel Wical

ASTD 2007 International Conference & Exposition

June 3-6, 2007

Atlanta, GA

www.astd2007.org

What is it? The ASTD International Conference & Exposition (ICE) is an annual gathering of Workplace Learning Professionals (WLPs) from around the world. WLPs meet here for the common goals of learning,



sharing and networking. They take away new ideas and skills that will help their companies improve and grow.

Your local ASTD Northeast Florida Chapter is organizing a Chapter Team to attend ICE!

What does this mean? It means that if five or more of us commit to attending **we each save \$450!!**

How does it work? Contact Linda Hasselbach at: professionaldevelopment@astdnefl.org or Rachel Wical at: president@astdnefl.org to express your interest. They will give you the Chapter's registration code and contact information for registration. When you call to register, or register online, make sure to use the Chapter code to get the Chapter Team discount.

What if I am already registered for ICE? Contact Linda or Rachel to get the Chapter code. Next, call ASTD national and they will **refund the difference** from what you had previously paid!

Why should Workplace Learning Professionals go?

- Showcase Speakers including Jim Collins (*Good to Great* and *Built to Last*), Keith Ferrazzi and Tom Rath
- Certificate Programs
- General Sessions
- Legends Series
- View from the CLO
- Pre-conference Workshops
- The EXPO - over 300 exhibitors already signed up (some include free books and other show specials)
- Networking Events
- And a whole lot more. Check out www.astd2007.org for more info.

Rates	Member	Non-Member
Regular Rate (after March 15, 2007)	\$1200	\$1450
Daily (Sunday-Wednesday)	\$450/day	\$495/day
Corporate or Chapter Teams	\$750	
Volunteers	Free day for each volunteer day - For every day you volunteer to help at the conference, you get a FREE day to attend the conference. The Volunteer Coordinator is Deborah Covin	

Wilson. Go to www.volunteerforice2007.org to sign up.
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ASTD Schedule Builder - This online feature allows you to view all session descriptions and speaker profiles and sort educational offerings based on a variety of criteria so you can create your own personal itinerary.

Certificate Programs - ASTD Certificate Programs provide practical content presented by expert practitioners and time for skill-building with your peers. Enhance your competitive advantage and advance your professional development.

General Sessions - Provide an opportunity for all conference participants to come together and learn from notable thought leaders whose work challenges our assumptions and widens our horizons. Presenters offer insight and inspiration on a range of topics of interest to participants.

Legends Series - Three pioneers and prophets of the field of workplace learning and performance. This year's Legends met the following criteria: wide, international name recognition and stature in the field; enduring impact and influence; originality of ideas; a career of sustained currency: work done more than five years ago is currently discussed, applied, and adapted; a substantive body of published work; a contribution that raises the visibility, credibility, and stature of the field.

Showcase Speakers - These are speakers offer substantive or innovative content with a positive impact on people and the profession.

View from the CLO - The View from the CLO features leading CLOs from various industries sharing from his or her experience leading at the top of the profession. You will hear how they got there and what they're doing in their organizations that make them so valuable.

Pre-conference Workshops - Offered for an additional fee on Saturday prior to the start of the conference. These interactive programs are typically more hands-on than the concurrent education sessions and are an ideal way to develop new skills or gain new perspectives.

Concurrent Sessions and Tracks - Topics are categorized as Core (the basics); Hot/Current (new and in focus right now); and Future Outlook/Trends (what is coming in the next 3-5 years).

The nine professional development tracks are:

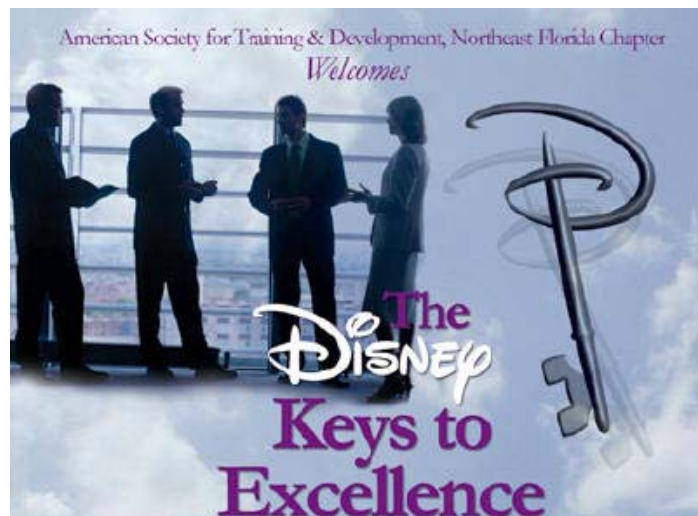
- Career Planning and
- Leadership and Management

- | | |
|---|---|
| <p>Talent Management</p> <ul style="list-style-type: none"> • Designing and Delivering Learning • E-learning • Facilitating Organizational Change • Personal & Professional Development | <p>Development</p> <ul style="list-style-type: none"> • Learning as a Business Strategy • Measurement, Evaluation, ROI • Performance Improvement |
|---|---|

ASTD2007 INTERNATIONAL CONFERENCE & EXPOSITION

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
- Registration discount for groups of five or more from the same employer: \$375 per person.
- Registration fee includes continental breakfast and lunch.
- Registration ends on April 16, 2007.

To register go to www.astdnefl.org.

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Disney Keys To Excellence Sponsorship Opportunities

Sharon Kimble



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.*)

Contact Sharon Kimble, Chairperson, for other information at 904-244-9894 or sharon.kimble@jax.ufl.edu

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

Contact **Paul Stromberg** about group enrollments at 904-551-9000 or astd.nefl@gmail.com

Contact Sharon Kimble, Chairperson, for other information at 904-244-9894 or 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
- 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

e-Learning Spotlight

Darrin Hayes

Get in the Game

Recently I completed a fascinating computer-based course at home on the subject of World War 2. I learned what it was like for soldiers from the American 101st Airborne Division to parachute into France on D-Day; followed along as a Sergeant in the British 6th Airborne Division was able to lead his men on a winter assault to sabotage a German V-2 rocket base; and heard the planes flying overhead and bullets whizzing past Russian foot soldiers as they struggled to beat back the German invaders at Stalingrad.

OK I'll admit this was not really a history course. It was a video game called *Call of Duty*. For anyone who has not played the game, the best way I can describe it is that it's like watching the award-winning HBO mini-series *Band of Brothers*, only instead of just watching the events unfold, you *participate* in them, via an immersive 3-D, stereo-audio environment that puts you in the heart of the action. By the way, if war-games are not your thing, there's plenty of other video games, less action-oriented but just as engaging and sophisticated. And if you've thought that e-learning can only be done using a computer, mouse, and keyboard, take a look at the new Wii gaming system from Nintendo. It takes user interactivity to an intriguing new

level.

There's a lot we can learn from video games as far as engaging learners with content. True, we may not have the expansive budgets to pull off the realism and cinematic artistry you'll find in many of today's popular video games. But even simple games can effectively engage learners and make e-learning fun and interactive.

Elliott Masie, a leading thought-leader in the field of learning and technology, writes in the Spring 2006 issue of Elearning! Magazine that the emergence of gaming and simulations is one of the seven learning trends that are shaping the learning landscape:

"Gaming and simulation are somewhat new in learning, but they are very powerful and will continue to gain momentum..." he says. "Simulation helps you to 'Fail Forward,' to make progress through mistakes without any real negative consequences: only learning opportunities." Masie also points out that more tools will emerge to make developing and implementing games and simulations more widely available. That means exciting days are ahead for folks interested in developing interactive, engaging e-learning opportunities.

Want to see at least one part of the future of e-learning? The next time you're at Best Buy or another electronics retailer, pick up a new or recent video game and try it out. You might be surprised at how much you learn.

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Monthly Meeting Spotlight

Diane Elkins

Using Game Shows to Make Your Training Come Alive

Have you ever wondered just how much information your participants retain after your training session? Want to add more excitement and boost comprehension through Game-based assessments and tools? Then join us on Thursday, April 19 for an action-filled, hands-on experience.

In this workshop, you will learn how to harness the power of friendly competition to engage participants emotionally and increase their retention during classroom review sessions - using ANY subject matter. See how easy it is to **GET and KEEP others' attention.**

You will walk away with new perspective, energy, and excitement about making your training classes more engaging.

This program is a product showcase to give you a first-hand demonstration of some of the tools available to you. Bob Berentz will be demonstrating LearningWare's Gameshow Pro Live software. He will pit teams against one another to compete for answers to general trivia and pop culture questions.

As a bonus, attendees will also receive a handout with other training game software available in the industry.

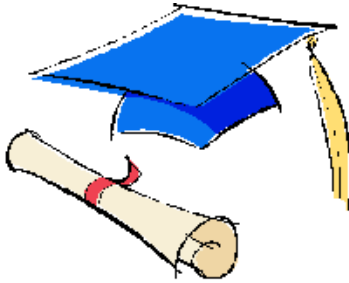
About the speaker:

Bob Berentz is the VP of Sales for LearningWare, Inc. and has over 20 years experience training sales, technical and administrative personnel in a wide variety of industries including: IBM, Alcatel, and PsiNet.

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ASTD Certification

Linda Hasselbach



Professional Development Opportunities

Resources for CPLP – Certified Professional in Learning and Performance

- .. ASTD CPLP website
http://www.astd.org/astd/CPLP/portal_pub.htm
- .. Yahoo Group NEFL_CPLP
- .. Owls Ledge <http://www.cplpstudyprep.com/>
- .. Study Groups upon request
- .. Or contact Linda Hasselbach

professionaldevelopment@astdnefl.org

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Chapter Member Survey Results

Linda Plummer

Chapter Member Survey Results – 2007

Thank you to the 49 members who completed this year's survey. Congratulations to Charise Adams, Vickie Leandro, and Norman Vaughan, who each won a complimentary Chapter meeting for having submitted a survey. You can read the complete survey results and comments at: <https://desktop.websurveyor.net/wswebtop.dll/WSPubReport?esid=136163&subaccountid=67039>

Key results and themes are:

53% are Very Satisfied with our Chapter. This is an increase from last year's result of 44%.

People most appreciate networking and information about training.

67% of our members learn about the Chapter from a

referral by a colleague. So tell your co-workers about the benefits of joining ASTD.

The most important benefits of Chapter membership are monthly programs and eSIG programs.

What is our member profile?

26% are from Financial Services; 20% are from Health Care

71% of our members work for organizations with more than 250 employees; 18% are with organizations with 1-9 employees.

59% have worked in this field for more than 10 years; 27% have worked in this field from 2 to 5 years.

47% have been a member of the chapter for 1-3 years; 31% for 7 years or more.

There were many excellent suggestions and ideas shared. Your Board has read the results and will use the information as input for future programming and plans. Thank you for giving us the gift of feedback. If you have any questions about the survey process or results, please feel free to call or email me.

Linda Plummer

ASTD Director

904-223-5505

lindaplummer@comcast.net

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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.

VP of Programs

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

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.

[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

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Professional Tips

Jeff Davidson

"10 Tips for Becoming a Successful Mainstream Author"

by Jeff Davidson, MBA, CMC

1. The success of a book is 10% content and 90% marketing. Unless the publishing house is behind your book, forget it.

2. The book publishing industry is agent driven. Agents sell the best books for the most money. With some few exceptions. Authors representing themselves can hardly ever match this.

3. The size of the advance absolutely equals the commitment of the publisher. A large advance takes care of the author's concern about whether the publisher will actively promote the book.

4. Only a handful of books per publisher per season are actively promoted.

You must gain early indication of this, there is no gray area here.

5. Most editors are afraid to take a risk. Unique topics or unexplored areas must be approved by the higher ups.

6. The relationship between editorial and marketing departments is crucial.

Marketers must comprehend your book immediately, be able to describe it in a sentence, and support it 100%. The most successful authors are invited to meet the marketing staff to convey the essence of the book.

7. Book club and serial rights are generally sold in advance of publication.

8. The proposal, the reputation and connections of the agent, and the background of the author are the three most important elements in gaining early acceptance. If the acceptance isn't early, the proposal probably wasn't ready.

9. Editors and publishers are print oriented. You must convey to them on paper that your idea is a winner. Some celebrities or temporary media phenomena can wrangle contracts without developing a superior proposal.

However, these are usually one shot deals.

10. If a proposal is a winner, it will usually hit at least once within the first five to seven submissions. If not, you are probably not going to hit at all, or if so, for a low advance.

A parting observation - we live in a media driven society. Your connection to the media, as a member thereof, or as one who is frequently covered by it, is important and helps enable you to have the right image among publishers.

Jeff Davidson, MBA, CMC is author of the "Complete Guide to Public Speaking" and he recently issued a 3-CD album, "Insider Publishing Secrets" (www.manwithyourplan.com/CDSeries) on how to sell articles, subsidiary rights, and foreign rights to your written materials.

Jeff Davidson

www.BreathingSpace.com

2417 Honeysuckle Road
Chapel Hill, NC 27514
919-932-1996 * FAX 919-932-9982

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Florida ASTD Conference Highlights

Linda Plummer

Florida Chapters of ASTD Conference

Learning is Leading: A Conference on Human Capital Investment

The second annual State conference was held in Orlando on February 8th and 9th. This conference provides wonderful value for its reasonable fee of \$59!

A few highlights:

Service Disney Style by Lisa Spahn, Central Florida. Walt Disney's philosophy about how he wanted to serve his Guests was simple: "Keep it clean....Keep it friendly...Make it a real fun place to be." In this session Lisa shared how he was able to translate these beliefs into a viable business strategy. And, more importantly, how that philosophy has been maintained "after Disney". You can experience

this session and more by registering for our May 1st Disney Keys to Excellence program to be held at UNF's University Center. For more information, www.astdnefl.org

Daisy NG, ASTD National Board Member, shared highlights from the "Bridging the Skills Gap" white paper recently published by ASTD. And she gave each of us a copy of the booklet – it's \$20 when purchased from ASTD national. Some interesting facts:

In 2010, forty percent of America's workforce is eligible to retire.

In 2020, the U.S. will be short 14 million college educated workers.

The biggest gaps are: the three R's – reading, writing, and arithmetic, technical and professional skills; management and leadership skills; and emotional intelligence (self awareness, self-discipline, and empathy).

How can we as Workplace Learning Professionals take action?

Understand key strategies – who are your customers, where is your org headed?

Identify competencies that map to strategies

Assess the skills gap

Set goals to fill the gap

Implement learning solutions – more than the classroom – coaching, job rotation

Measure and communicate results

New Learning Approaches by Bob Mosher, Chief Learning and Strategy Evangelist, Learning Guide Solutions Bob talked about understanding that learners move around five types of learning needs. We do the first two really well and struggle with the last three.

Initial – novice with no contextual background, knowledge transfer

Continued – Person has the basics and now needs to build on it.

Remedial – There is a gap in the learning. Person is struggling with the application.

Upgrade – The rules have changed.

Transferred – Rules and domain have both changed.

When people are asked how they solve business problems, 30% reply networking and 8% say training programs. Do we teach effective networking in our classes?

Linda Plummer, Conference Attendee and ASTD JAX Chapter Board member

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Sponsor and Advertising Program

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.

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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.

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