



May/June 2007

The Newsletter for ASTD
Northeast Florida Chapter

www.astdnefl.org



In this issue

President's Message

Sponsor Spotlight

Upcoming Events

e-Learning Spotlight

Meeting Spotlight

ASTD Certification

Support Your Chapter

From ASTD National

Certification Programs

Sponsorship Program
Benefits

Information Update

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.

President's Message

Rachel Wical

President's Message: Are You Fluent in the "Language of Business"?

Rachel Wical

Business acumen has been said to be "the language of business" and as Workplace Learning Professionals it is very important that we learn to speak it fluently so we are talking and thinking like our internal customers or clients.

To ensure our viability we need to align ourselves as strategic business partners in our organizations and not be perceived as the cost centers training departments are often considered to be.

To approach this "language of business" let's examine it like learning any other foreign language.

The best way to learn a language is to get totally surrounded in the culture.

Learning a new language can be fun if you approach it as a challenge. Get excited and be confident about learning something

new. It makes the process a lot easier.

Ask yourself a few “cultural awareness” questions:

- Do you understand your organization’s position in the marketplace?
- Can you identify your company’s competitors and what makes your organization and its products different?
- Could you explain the organization’s value proposition in a casual elevator conversation?
- Do you understand the organization’s planning process and decision making structure?

Develop a deep desire to master the language.

Passion brings out the best results. Prepare yourself with a little research and groundwork to be able to protect the value of learning and performance as you communicate with decision makers and stakeholders.

- Learn the priorities of your internal customers and focus on specific training solutions that can help them achieve their goals.
- Make a clear association between the organization’s business needs and the solutions you can provide.
- Measure and document how these solutions have accomplished the desired business results.
- Translate “trainer speak” into terminology that your stakeholders understand.

As you become immersed in the culture and “language of business” you will begin to intrinsically think and talk like your customers. When you speak their language trust and credibility are established and perceptions of workplace learning shift from “a necessary evil” to a trusted and valued business partner.

president@astdnefl.org

[Back to top](#)

Sponsor Spotlight

Denise Shinn

Welcome back Platinum Sponsor, FCCJ!

Steve Fordham, of FCCJ, has agreed to return as an ASTD Platinum Sponsor.

Many thanks Steve for your continued support of the ASTD Northeast Florida Chapter.

Be sure to find Steve at the next meeting to thank him for his support and learn more about the products and services available for your organization from the Institute for Staff and Organizational Development at FCCJ.

Upcoming Events

Darrin Hayes / Sharon Kimble



June 12 , 2007 eSIG meeting: You Don't Have to Be a Programmer to Create e-Learning Games

Presenter: Diane Elkins

EverBank, 8100 Financial Way, Jacksonville, FL, USA

Tue 7:45 AM - 9:15 a.m.

June 21 , 2007 Monthly Chapter Meeting: Key Learnings from the Disney Keys to Excellence event

Panelists who attended the program will share what they learned and how they are applying the Disney concepts within their organizations.

Marriott Southpoint: 11:30 a.m. – 1:15 p.m.

July 10 , 2007 eSIG meeting: Onsite Tour of Shands Jacksonville Medical Center's Simulation Center

Presenter: Bruce Nappi

Shands Jacksonville Medical Center's Simulation Center

Tue 7:45 AM - 9:15 a.m.

[Back to top](#)

e-Learning Spotlight

Darrin Hayes

Have you Made Friends with RSS Yet?

Like many of you, I like to keep up with e-learning tools, trends, ideas, and just plain information about the industry. Along with attending events like eSIG, ASTD events, reading books or articles, or attending occasional classes or conferences, I review various e-learning or training-related web sites when I can.

The problem is, there are so many learning-related web sites out there to consider. Some of them stay more or less current, while others not so much. But either way, it's not easy to keep up with all of them or to know which ones have new and useful information.

Enter **RSS**. RSS is an acronym for Really Simple Syndication, and is a powerful, yet simple system for providing "feeds" that communicate to a browser or other type of user interface when new content is available. Have you ever opened the Yahoo.com home page and noticed the list of news items that constantly update in the "In the News section?" If so, you've viewed content via a form of RSS feed.

The power in RSS is that it allows you to quickly scan through various feeds of new web content from any number of sites that you designated in advance and aggregate them into a single space where you can quickly scan any new content. Once you identify an article you want to explore further, you can quickly do so.

So how can you take advantage of RSS in your day-to-day world? All you need is an RSS reader that you can use to subscribe to online content (could be web sites, blogs, news feeds, or even podcasts). There are a large number of RSS readers available, and current versions of the more popular browsers provide RSS feed capability as well. I recently started using Bloglines (see Bloglines.com), a free, simple-to-use web-based RSS reader that allows me to quickly scan content from sites like Adobe, WebDeveloper.com, and Fast Company, along with excellent e-learning blogs like Brent Schlenker's Corporate eLearning Strategies and Development blog.

Viewing a few RSS feeds is just scratching the surface when it comes to understanding and utilizing Web 2.0 tools for training and development, but it's a fascinating and time-saving way to start.

[Back to top](#)

Monthly Meeting Spotlight

Sharon Kimble

Greetings from your new Vice President of Programs!

Some of you know me as the *Disney Keys to Excellence* Chair – I've been promoted!

The Disney project was a huge success for our chapter. We raised funds that will help us to bring more great programs to Jacksonville, and we got our name out there in the community. Most importantly, we built relationships with our sponsors, each other, and the event participants.

The June 21 st meeting is going to be exciting -- *Key Learnings from the Disney Keys to Excellence* program. Four panelists who attended the event will discuss what they learned and how they are applying the Disney concepts within their organizations. We'll also take the time to recognize our sponsors and volunteers, and to distribute some Disney goodies to meeting attendees. Please note that the location will be the Marriott at Southpoint. We needed more space for this meeting, and I know you'll like being in the Florida Room by the pool. Register soon!

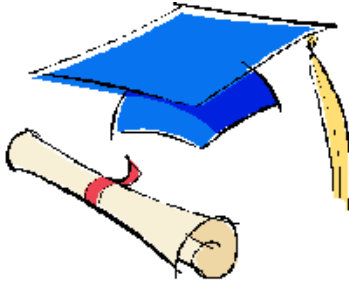
Finally, I'm looking forward to bringing you programs that meet your needs for the rest of this year and in 2008. I'm working closely with Darrin Hayes (eSIG) and Linda Hasselbach (Professional Development) to coordinate a variety of topics to help you make the most of your ASTD chapter membership.

See you real soon!

[Back to top](#)

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

[Back to top](#)

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

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.

[Back to top](#)

From ASTD National

Ken Sprague

ASTD 2007 Online Registration Has Ended.

Still interested in attending the ASTD 2007 International Conference & Exposition? Don't worry, you can register onsite in Atlanta, Georgia. Check the conference [Website](#) for details.

[Calling ASTD TechKnowledge ® 2008 Speakers!](#)

The Request for Proposals (RFP) for the 2008 conference is now live. Held each winter, ASTD TechKnowledge ® emphasizes developing and managing e-learning. Submit your RFP today.

[How Does Your Company Measure Up?](#)

ASTD is proud to release the WLP Scorecard...the online real-time benchmarking and decision support tool that allows you to see how your learning and performance efforts measure up to the competition.

[Become CPLP™ Certified in 2007!](#)

Join the hundreds of your colleagues who have already become CPLP™ certified. Need help preparing? Click [here](#) for preparation resources, including ASTD's NEW CPLP™ Prep Workshop.

May Chapter of the Month: Atlanta Chapter

Congratulations to the ASTD Atlanta Chapter: May 2007 Chapter of the Month!

ASTD 1640 King Street Alexandria, VA 22313 www.astd.org

[Back to top](#)



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.

[Back to top](#)

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.

[Back to top](#)