



July/August 2007

The Newsletter for ASTD
Northeast Florida Chapter

www.astdnefl.org



In this issue

[President's Message](#)

[Networking](#)

[Upcoming Events](#)

[e-Learning Spotlight](#)

[Meeting Spotlight](#)

[ASTD Certification](#)

[Support Your Chapter](#)

[From ASTD National](#)

[Certification Programs](#)

[Sponsorship Program
Benefits](#)

[Platinum Sponsor](#)

[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: What I like about you

On July 19th the ASTD of North East Florida Chapter hosted "Preludes and Props" as our monthly meeting. This is the third time we have had this event and it is one of my favorites!

I love it because I always leave with some great and inexpensive ideas that I can implement right away. Sometimes it's just a new way to use something I already have. Sometimes it is a reminder of a game I've enjoyed, but have forgotten over the years. Often it is an idea that is brand new to me and I am eager to try it right away.

Whether you are new to the field of training or a seasoned professional; you can always leave with something fresh to add to your facilitation. Down to its finest point, it's meeting of like-minded people sharing tips, tricks, and ideas.

To me, the "Preludes and Props" event really personifies what our chapter is all about: people who love what they do, wanting to learn more about it, and also wanting to share their experience to help others. As a community of learning professionals we share ideas, materials, and resources. We coach each other, bounce ideas off

each other, and mentor each other.

Very few professions have a community like this whose members are so open, helpful and giving. That is what I like about you!

president@astdnefl.org

[Back to top](#)

Networking

Marilyn Feldstein

Expose Yourself—to 9,000 people!

Do you enjoy being a facilitator and sharing your expertise with your colleagues? If you answered "Yes," then this is your opportunity.

I answered "Yes" when the Career Center for the 2007 ASTD ICE was looking for presenters. It was a unique opportunity to share my career development expertise with colleagues from around the world. I had an energetic, responsive audience eager to learn and willing to try new things. As one participant said, "I found your shared expertise very valuable, and I spoke with several folks at your session who felt the same way. In a very clear, concise way [you] assisted me in understanding my objectives in networking and how to build long, fruitful, professional networking relationships."

So, what are the benefits to the presenter? You get an expanded network and feedback for future presentations. I would definitely speak again, so I encourage you to do what I did.

Written by:

Marilyn A. Feldstein
Director and Past President, ASTD NEFL Chapter
Career Coach and Professional Speaker
Career Choices Unlimited
(904) 443-0059 or 262-9470
www.careerchoicesunlimited.com

[Back to top](#)

Upcoming Events

Darrin Hayes / Sharon Kimble



August 7, 2007 eSIG meeting:

Expanding your e-Learning Toolkit – Blogs, Wikis, RSS, and More

Presenter: **Darrin Hayes**

EverBank, 8100 Financial Way, Jacksonville, FL, USA

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

August 16, 2007 Monthly Chapter Meeting:

Career Management: Take Charge and Make Your Value Undeniable

Presenter: **Linda Davis O'Connell**

Marriott @ Southpoint

Thurs 11:30 a.m. – 1:15 p.m.

September 20, 2007 Monthly Chapter Meeting:

Bridging the Skills Gap: How the Skills Shortage Threatens Growth and Competitiveness...and What to do About It

Presenter: **Jennifer Homer**, Vice President, External Relations, ASTD

Marriott @ Southpoint

Thurs 11:30 a.m. – 1:15 p.m.

You can register for local events via the [NEFL chapter's event page](#).

[Back to top](#)

e-Learning Spotlight

Darrin Hayes

Blogs and Answers

Have you ever found an answer to an e-learning development question or problem that's bugging you by going online?

Like many e-learning developers, I've been able to get answers to questions by referring to various online discussion forums. However, recently I've begun to see the value of e-learning blogs to discover new ideas and find answers to questions.

For example, I recently ran into an annoying little issue with Captivate 2. Whenever I imported a Flash animation (swf file) into a

Captivate project, it made the file unstable and I couldn't access menus, etc. without saving and closing the file and reopening it. Why did it occur and what could I do to avoid that problem? I wasn't able to find an answer to this riddle until I viewed Silke Fleischer's Captivate blog.

On her blog, Silke listed several other sites where people have posted tips and resources for using Captivate. One of those links took me to Kevin Siegel's IconLogic blog, where I found my answer. In one of Kevin's Q&A sections someone else raised the question about how to solve the unstable Captivate files after importing a swf animation. Turns out it's simply a Captivate quirk, and all you have to do is show the Captivate Library and click the instance of the animation in the library. Then your Captivate file is stable once again. Easy enough!

There are a number of e-learning bloggers out there providing interesting ideas, commentary, tips, tricks, and more when it comes to e-learning. If you haven't done so yet, take a tour of the e-learning blogosphere and see what you can find.

[Back to top](#)

Monthly Meeting Spotlight

Sharon Kimble

ASTD Northeast Florida Chapter August Program

Thursday, August 16, 2007
Marriott @ Southpoint

Meeting Agenda

11:30a.m. - 12:00 Registration, Networking, and Lunch
12:00 p.m. - 1:15p.m. Program

TOPIC

Career Management: Take Charge and Make Your Value Undeniable

Presented by **Linda Davis O'Connell**, Leadership Development Consultant, Fidelity National Information Services

Learning professionals have typically been the most vulnerable to layoffs and budget cuts. Why? The results we deliver are often less tangible and challenging to quantify. Whether you are an employee or independent consultant, make your value to the organization unquestionable by doing high-impact projects, branding, and self-marketing. Also, learn why risk-taking is the "safe" thing to do to insure a long-term relationship with your employer. Don't wait for others to make decisions about YOUR future! Take charge of your career, now.

About the Presenter

Linda Davis O'Connell is an internal Leadership Development Consultant and Executive Coach at Fidelity National Information Services. She has survived many organizational and cultural changes in her 13 years at Fidelity, formerly ALLTEL, formerly CPI. She has a passion for helping leaders realize their greatness and is a self-described, self-development junkie. She has a BS in Business Administration from Florida State University and a MHRM from University of North Florida. She received her coach training from Coach U.

Coming in November -- Teambuilding Games

If you missed the July meeting on Preludes & Props, you missed some great information and a lot of fun. The good news is that the instructions for the activities will be posted on our website so you can access them for your groups.

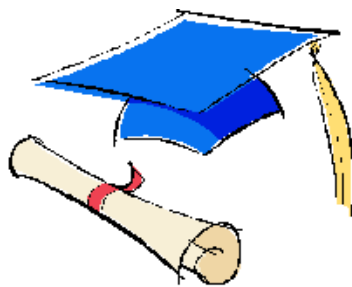
In fact, this was so much fun that we're going to use our November meeting for a similar theme -- TEAMBUILDING GAMES. Yes, that's right, we're going to PLAY during the meeting. We're also going to change up our meeting time to allow for true play-time and do this after work instead of the middle of the day. This will allow us to relax, get to know each other better, have FUN, and oh yeah, learn some new games to share with our clients!

If you would like to facilitate a teambuilding game, please contact Sharon Kimble, VP of Programs, at programs@astdnefl.org. More details coming 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

Customer Notice: ASTD is in the process of upgrading its computer systems. We apologize for any inconvenience or delay this may cause. If you need expedited delivery of products, please contact the ASTD Member Services directly at 1.800.628.2783.

Help Define the Characteristics Related to Quality Certificate Programs

The National Organization for Competency Assurance (NOCA) has requested that ASTD members shape the criteria for quality certificate and certification programs. Read the [letter](#) from ASTD CEO Tony Bingham or go directly to the [review document](#).

[The ASTD 2008 Request for Proposals \(RFP\) is Now Open!](#)

The ASTD 2008 Request for Proposals (RFP) is now open. Held each spring, the International Conference & Exposition is ASTD's largest event, attracting more than 8,000 participants from over 78 countries. Please go to the [Speaker Information](#) page (under the conference tab) for information and links.

[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.

[July Chapter of the Month: North Louisiana Chapter](#)

Congratulations to the North Louisiana Chapter: July 2007 Chapter of the Month!

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

[Back to top](#)

Certification 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.

Click the program title for a complete description.

(New) Action Learning Certificate Program

October 25 – 26, Alexandria, VA

(New) Advanced Designing Learning Certificate Program

September 26 – 27, Alexandria, VA

(New) Advanced E-Learning Instructional Design Certificate Program

September 27– 28, Dallas, TX

October 17 – 18, Alexandria, VA

Assessment 101 Online Certificate Program

September 18 – November 20

Online sessions will take place each Tuesday
from 12:00 – 1:00 p.m. US EDT.

(New) Building Deeper Relationships Certificate Program

September 24 – 25, Dallas, TX

October 15 – 16, Alexandria, VA

Business Academy Certificate Program

Understanding Business Drivers

August 8 – 10, Alexandria, VA

Making an Impact

August 20 – 21, Alexandria, VA

(New) Career Planning and Talent Management Certificate Program

August 20 – 21, Chicago, IL

September 24 – 25, Dallas, TX

(New) Coaching Certificate Program

August 21 – 22, Chicago, IL

September 24 – 25, Dallas, TX

(New) CPLP Prep Workshop

August 16 – 17, Boston, MA

August 27 – 28, Los Angeles, CA

September 24 – 25, Dallas, TX

(New) Creating Leadership Development Programs Certificate Program

September 17 – 18, Alexandria, VA

Designing Learning Certificate Program

August 20 – 22, Chicago, IL - **Sold Out**

September 26 – 28, Dallas, TX

October 16 – 18, Atlanta, GA

October 31 – November 2, Chicago, IL

E-Learning Instructional Design Certificate Program

September 6 – 7, Nashville, TN
September 18 – 19, Minneapolis, MN - *Just Added*
September 26 – 27, Dallas, TX
October 10 – 11, Indianapolis, IN
October 25 – 26, Atlanta, GA

Facilitating Organizational Change Certificate Program

August 16 – 17, Boston, MA
September 27 – 28, Dallas, TX
October 29 – 30, Alexandria, VA

Human Performance Improvement (HPI) in the Workplace Certificate Program

August 6 – 8, Minneapolis, MN
October 29 – 31, Chicago, IL

HPI - Analyzing Human Performance Certificate Program

August 20 – 22, Chicago, IL
September 19 – 21, Fort Worth, TX
October 16 – 18, Atlanta, GA

HPI - Evaluating HPI Solutions Certificate Program

September 26 – 28, Dallas, TX

HPI - Selecting HPI Solutions Certificate Program

September 19 – 21, Alexandria, VA
October 29 – 31, Chicago, IL

HPI - Transitioning to Human Performance Improvement Certificate Program

October 22 – 24, Alexandria, VA

Managing the Learning Function Certificate Program

September 26 – 28, Dallas, TX

Managing Organizational Knowledge Certificate Program

August 22 – 23, Chicago, IL
September 27 – 28, Dallas, TX

Measuring and Evaluating Learning Certificate Program

August 1 – 3, Los Angeles, CA
September 26 – 28, Dallas, TX
October 29 – 31, Chicago, IL

(New) Project Management for Trainers Certificate Program

August 16 – 17, Alexandria, VA
September 24 – 25, Dallas, TX

(New) ROI Basics Online Certificate Program

August 2 – 23
Online sessions will take place each Thursday from
11:00 a.m. – 12:30 p.m. US EDT.

ROI Skill Building Certificate Program

August 7 – 8, Minneapolis, MN
September 27 – 28, Dallas, TX
October 29 – 30, Chicago, IL

Test Design and Delivery Certificate Program

August 23 – 24, Chicago, IL

Training Certificate Program

August 6 – 8, Minneapolis, MN
September 19 – 21, Denver, CO
September 26 – 28, Dallas, TX
October 10 – 12, Alexandria, VA
October 16 – 18, Atlanta, GA
October 31 – November 2, Chicago, IL

Training Certificate PLUS!

July 31 – August 3, Alexandria, VA

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 about 250 ASTD Northeast Florida Chapter members.
- Members represent companies with one to over ten-thousand employees.
- The newsletter reaches over two 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, and meeting announcement ads 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](#)



New Platinum Sponsor

If you want to have a high performing workforce, take the first step.
Invest in your human capital with the help of
ICATT Consulting!

We improve workplace performance through:

- **Customized Workplace Training**
- **IT Training**
- **Project Staffing**
- **Organizational Effectiveness Consulting Services**

[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](#)
