



September/October 2007

The Newsletter for ASTD
Northeast Florida Chapterwww.astdnefl.org**In this issue**[President's Message](#)[CHIP Success](#)[Upcoming Events](#)[e-Learning Spotlight](#)[Meeting Spotlight](#)[Employee Development
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Benefits](#)[Sponsor Spotlight](#)[Support Your Chapter](#)[2006 Annual Report](#)[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: Using Your Resources Wisely.

Back in January of this year I began a new role in my company. I left my small training team, which supported a large organization, to be a training department of one for a slightly smaller division of the enterprise. This new role has required me to shift my thinking about managing training and fall back on a very important part of the *Girl Scout Law* I learned as a kid. **Use Your Resources Wisely.**

When designing and implementing a training program many of us toil over research and content, struggle to learn what similar companies are doing or spending to meet the same kinds of needs, and quest for any industry standards that may exist out there, in the great beyond.

I am about to share with you my two biggest trade secrets. These key resources have saved me time and money. They have helped me meet goals and deadlines. They have helped me maintain my sanity!

The ASTD National Website: www.astd.org

The ASTD National Website has a TON of information you can use.

Just a small sample of what is available:

- ASTD research reports
- Survey reports
- Guidelines for designing learning
- Benchmarking studies
- Strategic Value of Learning
- The Annual State of the Industry Report

Some of the items on the website are free or discounted for ASTD National Members but there is a plethora of resources that are free to the general public.

Other Chapter Members

We have almost 250 chapter members and we are great resource for each other! In our last newsletter the article *What I Like About You* highlights our amazing chapter community of professionals who love what they do and enjoy sharing their experience.

Use your resources wisely. Other Workplace Learning Professionals can be a powerful part of your support network.

president@astdnefl.org

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CHIP Success

Ronnell Lovings

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.

YOU are making a difference. We are in The top 10 chapters for CHIP commissions.

Congratulations to the top earners for second quarter in the Chips program!

The top 10 chapters for commissions received for second quarter are:

- Atlanta \$1,120.64
- San Diego \$1,113.25

• Chicagoland	\$1,009.84
• Utah	\$1,003.50
• St. Louis	\$553.15
• East Tennessee	\$470.00
• Valleys of Virginia	\$435.00
• Arkansas	\$413.40
• New York Metro	\$406.00
• Northeast Florida	\$336.67

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Upcoming Events

Darrin Hayes / Sharon Kimble



October 9, 2007 eSIG meeting: Performance Support -- Are We Missing a Huge Opportunity?

Presenter: Bob Mosher

THIS MEETING WILL TAKE PLACE ENTIRELY ONLINE VIA WebEx WEB CONFERENCE, Participation is limited to 50. There is no fee for this conference. **Registration deadline is Friday, October 5th.**

Tue 7:45 a.m. - 9:15 a.m. [Register Here](#)

October 18, 2007 Monthly Chapter Meeting:

Tapping Into Talent through Assessments

Presenter: Allison Ehrler-Meyer, President and Principal Strategist for Beacon Advantage Solutions, LLC

Marriott @ Southpoint

Thurs 11:30 a.m. – 1:15 p.m. [Register Here](#)

November 13, 2007 eSIG meeting:

E-Learning Tools Demo Fair

E-SIG Participants Share E-Learning Tools they're Using in the Real World

November 15, 2007 Monthly Meeting:

5:30 – 7:30 PM; venue TBA

Topic: Teambuilding Games

*** Still looking for facilitators for games! This will be similar to Preludes & Props.**

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

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e-Learning Spotlight

Darrin Hayes

Learning by Discovery

At our last eSIG meeting presented by Jennifer Guidry, the audience members were asked to talk in pairs about why they were drawn to the learning field as a career. In my brief conversation with a fellow learning professional, she shared a bit about why she enjoyed helping people learn, and made the following statement:

"What I really enjoy about this field is when you help someone learn something, especially when they are able to learn it on their own, you see their enthusiasm, like a light bulb, turn on for them as they discover something new. That's really rewarding."

Since then I've thought about that statement, and what it means for e-learning. When design e-learning opportunities, how often are we engaged with enabling our learners to learn by discovery, rather than by simply receiving the information we present to them? Do we use methods and tools to enable our learners to work with and discover knowledge or gain insights for themselves? Or do we go the simpler route and simply serve up the content as the usual read, watch, or listen, then click "Next" to continue.

I attended a recent online learning webinar where the presenter talked about the usefulness of building in opportunities for failure in our e-learning training. What he meant is that much of what we learn in life is learned by trial and error. By failure. That's why games are so popular, and also serve as a powerful learning mechanism.

All this makes me think about my current and upcoming e-learning projects. How can I challenge my learners? How can I help them learn by discovery, rather than simply serve the material to them and take the fun out of discovering it on their own? There is a growing availability of models, approaches, and tools for enabling more of this self-directed type of e-learning. As a learning professional with an emphasis on e-learning, I need to learn more.

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Monthly Meeting Spotlight

Sharon Kimble

ASTD Northeast Florida Chapter October Program

Thursday, October 18, 2007
Marriott @ Southpoint

Meeting Agenda

11:30a.m. - 12:00 Registration, Networking, and Lunch

12:00 p.m. - 1:15p.m. Program

TOPIC**Tapping Into Talent through Assessments**

Presented by Allison Ehrler-Meyer, President and Principal Strategist for Beacon Advantage Solutions, LLC

Assessments are increasingly being used within organizations today, but many of the assessments fall short of expectations. Needs can be identified through assessments... training and organizational development programs become an integral part of the assessment process and critical interventions in addressing the needs. This presentation will give participants the knowledge to differentiate assessments and better understand how to incorporate assessments personally and professionally within organizations.

Allison Ehrler-Meyer will guide us through exercises that gauge your knowledge of assessments, sample a variety of assessments and create a plan of action for evaluating assessments. These exercises will help you gain the knowledge to help guide your decisions when using assessments.

The more you know about assessments, the better you can position your company for a successful implementation. This program will aid you in subscribing to the use of assessments and leveraging your organization's talents in an effective, productive way.

About the Presenter

Allison Ehrler-Meyer, President and Principal Strategist for Beacon Advantage Solutions, LLC is a seasoned professional with more than 20 years of experience in organization development, organization restructures, mergers and acquisitions, change management, leadership development and training.

Allison has held a variety of roles from a treasury services sales officer, facilities and operations manager, VP of Organization and Employee Development for Wachovia Bank Card Services, and Organization Effectiveness consultant for Home Depot. As a consultant, Allison continues to work with mid-size and large corporations to help organization grow their most valuable and pliable resource, their people.

Coming in November -- Teambuilding Games

Our November meeting theme is 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.

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Employee Development Awards

Margaret Hardy



7th Annual Excellence in Employee Development Awards

Please join us as we recognize outstanding achievement in the areas of training and employee development. The deadline to submit a nomination is November 1, 2007.

Don't miss this opportunity to:

- Honor the award winners
- Showcase your business
- Network with your colleagues
- Get great training and employee development ideas for the coming year

Don't miss this opportunity to nominate individuals, teams and organizations from North Florida whose outstanding achievements have significantly advanced workplace performance.

Nomination categories:

- Excellence in Employee Development
- Excellence in Program Design
- Trainer Excellence

- Excellence in Measuring & Evaluating Training
- Excellence in E-Learning
- Excellence in Blended Learning
- Excellence in Learning Partnerships

Call for nominations:

Please contact Margaret Hardy at 904.620.4270 or mhardy@unf.edu for an entry form and rules or go online to www.ce.unf.edu

The deadline to submit a nomination is November 1, 2007.

Keynote:

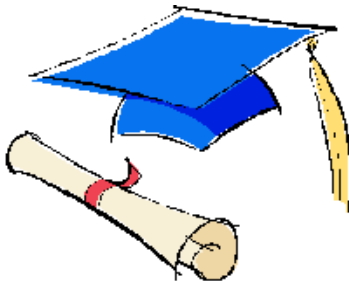
Robert L. Wood, Dean, Division of Continuing Education, University of North Florida: Robert Wood, Dean, has over 30 years of experience working with companies in improving the bottom line through training and consulting services, both owning large private companies and serving in the Dean capacity of both community colleges and the University of North Florida. Robert has been active in many community and civic organizations over the past 30 years serving as chairman and president of many. He is a Rotarian with the Oceanside Rotary Club of Jacksonville; he has served as a Past President of the Sumter Sunrise Rotary Club in Sumter, South Carolina, as well as a Paul Harris Fellow, and was the Rotarian of the Year in 2002.

Robert earned his BA and MPA from Indiana University, and he completed his coursework for a Doctorate in Public Administration (DPA) from the University of Georgia.

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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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From ASTD National

Ken Sprague

[Make Your Contacts Count: Networking Know-how for Job Seekers and Career Changers](#)

Lynne Waymon, CEO, [Contacts Count](#)
Wednesday, October 24 2:00 p.m. ET

Between 70 to 80 percent of jobs are found through personal contact. Yet most people use only a fraction of the power they could bring to the job search, because they don't know how to teach their contacts what kinds of opportunities to send their way. Attend this session to leverage your networking skills in new ways.

Visit [Webcasts](#) or [Career Resources](#) to learn more about these free, hour-long programs.

[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.

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

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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.

Fall is approaching. Time to switch gears and re-focus on your professional development. ASTD is here to help by offering 24 certificate programs through the month of November.

Featured Program:

(New) [Training Certificate Program](#)

This is the trainer's training program. It is a practical, how-to overview of the entire training function. It prepares new trainers

with critical training skills and introduces seasoned practitioners to the latest techniques for delivering powerful training.

October 10-12 Alexandria, VA
October 16-18 Atlanta, GA
October 31-November 2 Chicago, IL
November 5-7 Alexandria, VA
November 12-14 Phoenix, AZ

(New) [Action Learning Certificate Program](#)

October 25-26 Alexandria, VA
November 7-8 Chicago, IL

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

November 7-8 Chicago, IL

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

October 17-18 Alexandria, VA

(New) [Building Deeper Relationships Certificate Program](#)

October 15-16 Alexandria, VA

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

November 12-13 Phoenix, AZ

(New) [Coaching Certificate Program](#)

November 13-14 Phoenix, AZ

(New) [Creating Leadership Development Programs Certificate Program](#)

October 4-5 Alexandria, VA
November 12-13 Chicago, IL

[Designing Learning Certificate Program](#)

October 16-18 Atlanta, GA
October 31-November 2 Chicago, IL
November 12-14 Phoenix, AZ, IL

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

October 10-11 Indianapolis, IN
October 25-26 Atlanta, GA
November 7-8 St. Louis, MO
November 14-15 Orlando, FL
November 28-29 Pheoenix, AZ

[Facilitating Organizational Change Certificate Program](#)

October 29-30 Alexandria, VA

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

October 29-31 Chicago, IL
November 7-9 Alexandria, VA

[HPI Certificate Program – Analyzing Human Performance](#)

October 16-18 Atlanta, GA
November 12-14 Phoenix, AZ

[HPI Certificate Program – Evaluating HPI Solutions](#)

September 26-28 Dallas, TX

[HPI Certificate Program – Selecting HPI Solutions](#)

October 29-31 Chicago, IL
November 28-30 Fort Worth, TX

[HPI Certificate Program – Transitioning To Human Performance Improvement](#)

October 22-24 Alexandria, VA
November 28-30 Alexandria, VA

[Managing the Learning Function Certificate Program](#)

November 14-16 Alexandria, VA

[Managing Organizational Knowledge Certificate Program](#)

November 1-2 Alexandria, VA

[Measuring and Evaluating Learning Certificate Program](#)

October 29-31 Chicago, IL
November 12-14 Phoenix, AZ

[ROI Skill-Building Certificate Program](#)

October 29-30 Chicago, IL
November 12-13 Phoenix, AZ

[\(New\) Test Selection and Validation Certificate Program*](#)

Starts September 18 - Last time offered in 2007

Online sessions take place each Tuesday from 12:00p.m. - 1:00p.m.
US Eastern Time.

**Formerly Assessment 101*

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

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Position Referral Program for Members

Cathy Newton

I'm a long-time member of ASTD and have always found it to be a wonderful source of continuing education and networking. Recently, I've found another great benefit – Position Referral.

I took a break from the corporate world several years ago and decided recently it was time to return. Having been out of the job market for a while, I began to explore some opportunities. I knew

ASTD had a position referral program and tapped into it. After a very short time, I read a job description that looked like it was written especially for me. I applied for the opening, received an offer and accepted the job. My new position is interesting and my manager and co-workers are helpful. I'm beginning to feel right at home. I know I made a good decision and look forward to each day as a new adventure.

I was able to hone in on exactly the type of position I was hoping to find through the Position Referral program. I highly recommend it. It worked for me.

*The Position Referral Program assists Members interested in training and development positions by e-mail posting potential career enhancement opportunities directly to you. Members of ASTD of Northeast Florida can sign-up for this free service by going into the **Member Services** section of our website: <http://www.astdnefl.org>*

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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 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.

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Sponsor Spotlight



Beeline
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Development Services

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Opinion Surveys - Custom designed cost-effective employee and customer opinion surveys and short, issue-focused surveys, i.e., gathering input for a meeting topic.

Consulting Services - Team Building, Focus groups, Executive Coaching, and a new service called HR Partner. HR Partner is targeted at small and medium sized companies who need to supplement their limited HR resources with professional HR expertise.

Principals – Linda and Mike Plummer each have 20 years of line/staff experience with AT&T, BellSouth, and Citigroup and 12 years as consultants. Linda has an MBA from Georgia State and Mike has a Masters in Organization Development from Pepperdine University. For more information, visit www.PlummerHR.com or contact Linda at lindaplummer@comcast.net or at 904-223-5505.



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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

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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2006 Annual Report

Diane Elkins

How Did We Do in 2006?

Membership:

- 230 members

Programs:

- 9 regular monthly meetings with an average attendance of 63
- 2 special events (Partnership for Development Summit and Expo and UNF Excellence in Employee Development Awards)
- 10 e-Learning Special Interest Group (E-SIG) meetings with an average attendance of 35

Finance:

- Total revenue: \$35,619.06
- Total expenses: \$30,923.71
- Profit/Loss: \$4,695.35
- Ending bank balance: Checking \$29,409.50; Savings \$6,790.37

Position Referral:

- 28 job postings distributed
- 4 contract opportunities distributed

Accomplishments:

- Published 6 newsletters distributed to approximately 900 people.
- Created a CPLP Study Group.
- Recognized by ASTD National for efforts surrounding Employee Learning Week, including participation in the UNF Excellence in Employee Development Awards and a proclamation signed by the mayor.
- Brought in \$6500 in sponsorship revenue.
- Conducted annual survey of members.
- Began plans to host the Disney Keys to Excellence event in 2007.
- Assisted with the 1st annual Florida ASTD conference.
- Initiated hospitality program to welcome guests to monthly meetings.

- Became a Blueprint for Prosperity partner and identified possible projects.

Thank you to everyone who helped make 2006 such a great year!

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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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