



November/December 2007

The Newsletter for ASTD
Northeast Florida Chapterwww.astdnefl.org**In this issue**[President's Message](#)[New Platinum Sponsor](#)[Continued CHIP Success](#)[Upcoming Events](#)[e-Learning Spotlight](#)[Meeting Spotlight](#)[2008 Membership
Program](#)[ASTD Certification](#)[From ASTD National](#)[Employee Learning Week](#)[Certification Programs](#)[Sponsorship Program
Benefits](#)[Sponsor Spotlight](#)[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:

Our ASTD Northeast Florida Chapter board is preparing to transition to a new board for 2008, and I will be moving to the role of Past President of this remarkable chapter. To each and every one of you, who participated in our chapter over the year, **Thank you!**

It is the ideas, talent, and participation that each of you contribute that makes our chapter the foremost resource for Workplace Learning Professionals in Northeast Florida! You have an amazing willingness to share and have found time in your busy schedules to attend meetings and special events and to be active members. **You** have really made this year very rewarding for me as President. You make us stand out in the greater training community!

2007 is coming to a close and it has been a very successful year for the Northeast Florida Chapter. We have had several successful monthly programs and eSIG meetings full of ideas and information to make us stronger Workplace Learning Professionals.

Of course, we also hosted the extremely successful Disney Keys to Excellence event! The revenue from this event will bring many

amazing benefits to our chapter members in 2008. Look forward to some big announcements.....I am not going to spoil it for you now (and some of the ideas are still cooking), but 2008 will be a very exciting and rewarding time to be a member!

Again, I want to thank all the volunteers for making our chapter what it is today. Without the support and ideas from our members, our chapter would not be as successful as it is.

I want to extend a special "Thank You" to the following 2007 board members:

Desiree Ward – President Elect

Diane Elkins – Past President

Darlene Rivers – VP Programs (Jan. – Mar.)

Sharon Kimble – VP Programs and Disney Committee Chair

Darrin Hayes – VP eSIG Programs

Linda Hasselbach – VP Professional Development

Steve Fordham – VP Membership

Denise Shinn – VP Marketing and Sponsorships

Ronnell Lovings – VP Finance

Ken Sprague – VP Communication

Philip Bayne – Web Master

Paul Stromberg – Administrator

Steve Borowiec – Director

Marilyn Feldstein – Director

Linda Plummer – Director

These individuals have shown a passionate commitment for making this a strong and successful chapter and each has done an awesome job! Have a fun holiday season and a very happy New Year!

president@astdnefl.org

[Back to top](#)

New Platinum Sponsor

Denise Shinn



Thank you for allowing the Fairfield Inn, Suites & Conference Center to host the November Northeast Florida ASTD monthly meeting. It was our pleasure to be of service!

Please click the Jalaram link to view all of our Jacksonville and St. Augustine properties - www.jalaramhotels.com. We hope to speak with you soon!

[Back to top](#)

Continued CHIP Success

Ken Sprague

ASTD Chapter Incentive Program (CHIP)

YOU are making a **HUGE** difference. We have moved from #10 to # 5 for CHIP commissions.

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.

Congratulations to the top 10 earners for third quarter in the Chips program!

- | | |
|----------------------------|----------------|
| • Sacramento | \$109.50 |
| • Nebraska | \$105.02 |
| • Kansas City | \$99.50 |
| • Atlanta | \$84.79 |
| • Northeast Florida | \$70.00 |
| • Maryland | \$69.50 |
| • Valley of the Sun | \$58.15 |
| • Golden Gate | \$50.00 |
| • Chicagoland | \$46.26 |
| • Metro DC | \$41.95 |

[Back to top](#)

Upcoming Events

Darrin Hayes / Sharon Kimble

December 5, 2007 - 7th Annual Excellence in Employee Development Awards



Please join us as we recognize outstanding achievement in the areas of training and employee development.

Location: University of North Florida, University Center

Time: Registration from 11:30 a.m. – 12:00 p.m.

Program: 12:00 p.m. – 1:30 p.m.

Fees: Individual \$49 / Table of eight \$343 (save \$49)

Please contact the Continuing Education Customer Care Team at 904.620.4200 to register on go on line to www.ce.unf.edu (registration deadline is 12/3/2007)

December 11, 2007 - eSIG Networking Meeting:

Be sure to join us for our last eSIG meeting of the year, December 11, as we formally introduce our 2008 eSIG Program Committee, take time to meet, greet, and network, and talk about topics and ideas for the 2008 eSIG program. We will be sharing a summary report of our program survey results from throughout the year, and our Committee would like to hear from YOU on what you'd like to see in 2008.

[Register Here](#)

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

[Back to top](#)

e-Learning Spotlight

Darrin Hayes

Announcing the 2008 eSIG Program Committee

The ASTD Northeast Florida chapter is proud to announce the formation of the eSIG Program Committee. The volunteer program committee has already begun meeting to plan the 2008 eSIG program, and we are excited about the possibilities for next year!

Joining us on the committee are the following individuals:

Suzanne Beccue - *Leadership Development Program Manager, EverBank*

Suzanne will serve as meeting coordinator for our eSIG programs, as well as host for our eSIG meetings at the EverBank location.

Suzanne joined EverBank 4 years ago, and she currently focuses on creating and implementing comprehensive manager/supervisor skills program for EverBank's management team, locally and across the country.

Meredith Johnson - *eLearning Business Development Manager, Beeline*
Meredith will serve as coordinator of our eSIG webinar events, along with supporting our ongoing eSIG programs. At Beeline, her primary responsibilities include driving eLearning sales activities including business development, prospect meetings, trade show participation (ASTD TechKnowledge and eLearning Guild DevLearn), and local event participation.

Julie Simmons - *Employee Learning Consultant, Fidelity National Information Services*

Julie will coordinate our eSIG Spotlight article series for next year, along with supporting our ongoing eSIG programs. At Fidelity she is focused on designing and delivering training for Fidelity's conversion to the Oracle software. Earlier this year, Julie was distinguished as an ASTD Certified Professional in Learning and Performance (CPLP). Presently, Julie enjoys her family (a baby on the way in November 07), traveling, running, and being involved with her church.

[Don't forget the December 11, 2007 eSIG Networking Meeting!](#)

[Back to top](#)

Monthly Meeting Spotlight

Sharon Kimble



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 register to attend this event is **December 3, 2007**.

Don't miss this opportunity to:

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

Keynote:

Robert L. Wood has over 30 years of experience working with companies to improve their bottom line through training and consulting services, owning large private companies and serving as Dean of two community colleges. Currently, he is the Dean of the

Division of Continuing Education at the University of North Florida. He also served as CEO of several private logistic companies. He has provided training and consulting services in executive leadership, professional development and workforce development to over 1,000 companies in the United States. Bob's partial client list includes: Michelin, BMW, JEA, Milliken, DuPont, US Navy, US Air Force, South Carolina Technical College System, and the South Carolina Department of Commerce. He recently worked with Becton Dickinson (BD) which was listed in the ASTD white paper "Bridging the Skills Gap". Bob helped them improve the skills gaps in a variety of areas including leadership and basic skills. His work focus has been on developing training systems at all levels, including basic skills training requirements, functional training and on the job training skills requirements. He has conducted numerous seminars and workshops on improving the bottom line through training. Bob has published several articles in the areas of leadership and workforce development.

Bob's presentation will focus on how BD and 33 states, including Florida, are helping to address the skills gap issue. He will discuss the Florida Ready to Work program and how it will aid Florida businesses in funding and in addressing their own skill gap issues.

Bob 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.

Date: December 5, 2007

Location: University of North Florida, University Center

Time: Registration from 11:30 a.m. – 12:00 p.m.

Program: 12:00 p.m. – 1:30 p.m.

Fee: Individual \$49 / Table of eight \$343 (save \$49)

Please contact the Continuing Education Customer Care Team at 904.620.4200 to register on go on line to www.ce.unf.edu

[Back to top](#)

2008 ASTD Membership

Steve Fordham

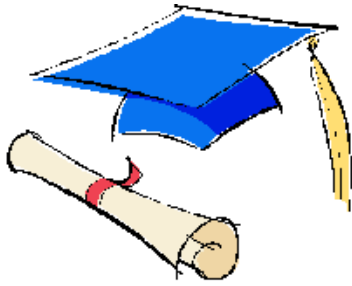
Registration is open for ASTD-NEFL 2008 membership. To register, renew, or just see what has changed, visit [here](#).

If you are not yet a member of the chapter, join now and get this December free with your 2008 membership. We're planning some very special new benefits and exciting new programs for the upcoming year. Join us!

[Back to top](#)

ASTD Certification

Linda Hasselbach



Professional Development Opportunities

Resources for CPLP – Certified Professional in Learning and Performance

- .. ASTD CPLP web site
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](#)

From ASTD National

Julie Simmons

Employee Learning Week, December 3 – 7, 2007

Click here for more information -
<http://www.employeelearningweek.org/>

ASTD TechKnowledge® Conference & Exposition February 26-28, 2008 ~ San Antonio, Texas

Click here for more information - <http://tk08.astd.org/>

Check out additional information from ASTD National:

ASTD 1640 King Street Alexandria, VA 22313

www.astd.org

[Back to top](#)

Employee Learning Week

Ken Sprague

Welcome to Employee Learning Week (ELW)

How can you showcase the progress your company has made in the past year to bridge employee skills gaps? How can you highlight upcoming educational programs to your employees and senior management?



Recognize Employee Learning Week, December 3-7, 2007, and be a part of the ASTD effort to help organizations demonstrate the important connection between building a highly skilled workforce and achieving organizational results.

What is ELW?

Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results.

When is it?

Employee Learning Week takes place December 3-7, 2007, but learning is a year-round event!

Why participate?

The growing skills gap requires organizations to develop a highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

How can I get involved?

- Get the word out! Here are some helpful tips and ideas for making your 2007 ELW efforts as successful as possible!
- Introduce new learning opportunities during the week
- Communicate learning and development tips to your workforce each day of the week
- Institute an employee development recognition event to recognize individuals and departments in your organization
- Host a press briefing with the local media (Click here for [Media Tips and Talking Points](#))
- Host a program with a local university or community college
- Work with members of your ASTD chapter to pilot a [PR campaign](#) targeted to business leaders and learning professionals in your community
- Work with government officials to [pass a proclamation recognizing Employee Learning Week](#)
- Help employees create [individual development plans](#) to increase and enhance their skills
- Submit an article about your company's learning efforts to a local newspaper.

[Back to top](#)

Certification Programs

Julie Simmons

Upcoming ASTD Certificate Programs



Visit <http://www.astd.org/content/education/certificatePrograms/> for more information and registration.

January 2008

January 28-29

Scottsdale, AZ

[Coaching Certificate](#)

January 28-30

Scottsdale, AZ

[Designing Learning Certificate](#)

January 28-29

Charlotte, NC

[E-Learning Instructional Design Certificate](#)

January 28-29

Scottsdale, AZ

[Facilitating Organizational Change Certificate](#)

January 28-30

Alexandria, VA

[HPI in the Workplace Certificate](#)

January 28-30

Scottsdale, AZ

[Training Certificate](#)

January 31-February 1

Alexandria, VA

[CPLP Prep Workshop](#)

February 2008

February 4-5

Alexandria, VA

[ROI Skill-Building Certificate](#)

February 5-March 4

Online Course

[Test Selection and Validation Certificate](#)

February 6-8

Ft. Worth, TX

[Designing Learning Certificate](#)

February 6-8

Hurst, TX

[Evaluating HPI Solutions](#)

February 11-12

Tampa, FL

[Advanced Designing Learning Certificate](#)**February 11-13**

Tampa, FL

[Training Certificate](#)**February 11-13**

Tampa, FL

[Managing the Learning Function Certificate](#)**February 23-25**

San Antonio, TX

[Designing Learning Certificate](#)**February 23-25**

San Antonio, TX

[HPI in the Workplace](#)**February 23-25**

San Antonio, TX

[Measuring and Evaluating Learning Certificate](#)**February 23-25**

San Antonio, TX

[Training Certificate](#)**February 23-25**

San Antonio, TX

[Advanced E-Learning Instructional Design Certificate](#)**February 23-25**

San Antonio

[CPLP Prep Workshop](#)**February 23-25**

San Antonio, TX

[E-Learning Instructional Design Certificate](#)**February 23-25**

San Antonio, TX

[Managing Organizational Knowledge Certificate](#)**February 23-25**

San Antonio, TX

[Project Management for Trainers Certificate](#)**March 2008****March 3-4**

Alexandria, VA
[Building Workplace Relationships Certificate](#)

March 3-5
Chicago, IL
[HPI in the Workplace](#)

March 3-4
Chicago, IL
[Test Design and Delivery Certificate](#)

March 5-7
Alexandria, VA
[Analyzing Human Performance](#)

March 6-7
Tampa, FL
[E-Learning Instructional Design Certificate](#)

March 10-11
Alexandria, VA
[Coaching Certificate](#)

March 13-14
Alexandria, VA
[Career Planning and Talent Management Certificate](#)

March 17-18
Alexandria, VA
[Action Learning Certificate](#)

March 25-26
Alexandria, VA
[Facilitating Organizational Change Certificate](#)

March 27-28
Alexandria, VA
[Creating Leadership Development Programs Certificate](#)

March 31- April 1
Las Vegas, NV
[Advanced Designing Learning Certificate](#)

March 31- April 1
Las Vegas, NV
[CPLP Prep Workshop](#)

March 31- April 1
Las Vegas, NV
[E-Learning Instructional Design Certificate](#)

March 31- April 2
Las Vegas, NV

[Designing Learning Certificate](#)**March 31- April 2**

Las Vegas, NV

[Selecting HPI Solutions](#)**March 31- April 2**

Las Vegas, NV

[Training Certificate](#)[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](#)

Sponsor Spotlight



**Award Winning
Custom eLearning
Development Services**

Beeline eLearning Solutions

- Custom eLearning Development
- Comprehensive Development Services
- CourseBuilder Development Tool
- Learning Management System

Excellence 2006
Brandon Hall Research
Gold
in Learning

Excellence 2006
Brandon Hall Research
Silver
in Learning

www.beeline.com • elearning@beeline.com • 904-360-2637



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 Web site?

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](#)
