

# LEARNING

# Bridges

January / February 2008

The Newsletter for ASTD  
Northeast Florida Chapter

[www.astdnefl.org](http://www.astdnefl.org)



## In this issue

[President's Message](#)

[Platinum Sponsor](#)

[Upcoming Events](#)

[e-Learning Spotlight](#)

[Meeting Spotlight](#)

[2008 ASTD NEFL  
Membership](#)

[Changes to Meeting Fees](#)

2007 ASTD NEFL Annual  
Report

[ASTD Certification](#)

[Support Your Chapter](#)

[From ASTD National](#)

[Certificate 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](http://www.astdnefl.org/board_list.htm).

***The most consummate truth of life is that  
we alter our destiny by altering our thoughts.  
The Mind is our most crucial resource,  
our crowning asset, our ultimate arena of battle.  
--Dennis R Deaton***

2007 was marked by great successes for our chapter. Speakers gave us information that helped us develop as professionals in our industry, we had some great networking opportunities, and the Disney Institute's *Keys to Excellence* program gave the organization a chance demonstrate to the community the type of quality programming that has become the hallmark of our organization.

In 2008 we will continue to provide great programming, highlight the benefits and services you can get from your membership, and will offer opportunities for you to get involved. By the way, your first chance to get involved will be to tell us what ASTD of Northeast Florida can do for you. You will receive a survey via e-mail soon. Your input is very important to us, and it will help us design and deliver the programs and services that meet your needs.

Our first program of 2008 was a great event with record attendance. The speaker, Dennis Deaton of Quma Learning Systems, Inc., showed us the tools we need to meet challenges by creating positive thoughts and taking ownership of our professional and personal lives. Dennis explained what he calls the Othello Principle. This principle says that the eye sees what the mind looks for. It isn't the challenges that make or break us, but how we view and deal with those challenges that truly matters.

As we move into a new year, I encourage all of you to find the areas where you have negative, victim thoughts, and rescript them into positive, owner thoughts. No matter what is going on in your life—no matter the challenge - remember this quote from our speaker: "Every challenge is good news—every obstacle a gift—every conflict an opportunity to exert, access power and gain strength!"

Stay tuned...2008 promises to be a great year!

[Back to top](#)

## New Platinum Sponsor



NEFL ASTD is proud to recognize Florida Community College at Jacksonville as a new platinum sponsor. FCCJ Jacksonville's Corporate Training delivers customized training services to organizations that demand results from their investment. These engaging training workshops are for groups of all sizes and the training may be held at your facility or one of our 11 centers.

Please click the following link to view more information-  
[www.fccj.edu/corporatetraining](http://www.fccj.edu/corporatetraining) .

[Back to top](#)

## Upcoming Events, Darrin Hayes / Linda Hasselbach

### February 5, 2008 E-Sig Meeting

Topic: "Developing an e-Learning Strategy"  
EverBank, 8100 Financial Way, 7:45 to 9:15 a.m.

### February 21, 2008 Monthly Chapter Meeting

*Topic: Profiles in Excellence: Best Practices and Case Studies of Excellence in Employee Development presented by UNF Excellence in Excellence in Employee Development Award Recipients*

Please join us as the Excellence in Training Award Winners share their winning projects with us. Marriott @ Southpoint, 11:30 a.m. - 1:00 p.m.

### **Save the Date! March 13 - 14, 2008 ASTD FL CONFERENCE**

Nova Southeastern, Orlando, FL  
Price: \$79 local chapter members, \$99 all others  
Registration information will be sent to you soon!

### March 20, 2008 Monthly Chapter Meeting

Topic: Birkman Assessment presented by Tim Cirisoli  
Marriott @ Southpoint, 11:30 a.m. - 1:00 p.m.

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

[Back to top](#)

## e-Learning Spotlight, Julie Simmons

**Announcing the 2008 E-SIG Program Schedule – Mark your calendar!**

*All meetings are from 7:45 to 9:15 a.m. at EverBank unless otherwise indicated*

**Tuesday, February 5, 2008**  
Developing an e-Learning Strategy

**Tuesday, March 11, 2008**

**Webinar!** Second Life and Virtual Learning

Thursday, April 17, 2008

Tuesday, May 6, 2008

Tuesday, June 10, 2008

July 8, 2008

August 5, 2008

September 19, 2008

October 14, 2008

November 4, 2008

December 9, 2008

### **Spotlight on February 2008 Meeting**

As we begin 2008, eSIG is excited to kickoff our presentations with the topic, "Developing an e-Learning Strategy" that will be presented by M. Shawn Stiles, a Training Project Lead within Pfizer Global Research & Development out of New London, CT. Shawn has recently presented this topic at one of the National ASTD events, and he will be joining us in person at Everbank for our February meeting. During the presentation, Shawn will address . . .

- **Plan a cost saving e-learning program to supplement or replace traditional instructor led training**
- **Craft strategies for obtaining management support for using e-learning to save resources**
- **Calculate Return on Investment (ROI) between instructor led training and equivalent e-learning courses**

M. Shawn Stiles is a Trainer and Instructional Designer with over 15 years experience in training and development. He is currently a Training Project Lead for the SOP Training and Processes (STP) group within Development Operations of Pfizer Global Research and Development. Shawn is one of a team of project leads responsible for the development of training for SOPs, processes and custom applications. Shawn received his certification as a distance educator from New York University, his Bachelor of General Studies degree from the University of Connecticut and his Masters Degree in Education and E-Learning from the University of Phoenix Online.

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

[Back to top](#)

ASTD NEFL Congratulates



**University of North Florida, Division of Continuing Education**  
*7<sup>th</sup> Annual Excellence in Employee Development Award Recipients*

The 7th Annual Excellence in Employee Development Awards was held on Wednesday, December 5, 2007 by the University of North Florida, Division of Continuing Education in cooperation with the American Society for Training & Development, Northeast Florida Chapter and the Society for Human Resource Management, Jacksonville Chapter. More than 200 persons attended the event at the UNF University Center.

The awards recognized companies, organizations, departments, teams, and individuals whose outstanding achievements have significantly advanced workplace learning and performance.

***Excellence in Employee Development***

Naylor Employee Development  
Mayo Clinic  
Shands Jacksonville Medical Center

***Excellence in Learning Partnerships***

Blue Cross Blue Shield of Florida

***Trainer Excellence***

Linda L. Plummer, Plummer & Associates  
Robin Norton, Community First Credit Union  
Ronda C. Mitchell, UNF Center for Professional Development Training

***Excellence in Measuring & Evaluating Training***

Blue Cross Blue Shield of FL

***Excellence in E-learning***

UNF Center for Professional Development Training  
Sea Star Line, LLC

***Excellence in Blended Learning***

Prosperity Bank  
Rachel Stromberg Wical  
JEA

***Excellence in Program Design***

USF Lakeland FTII  
Blue Cross Blue Shield of FL  
Community First Credit Union – Robin Norton

## 2008 ASTD Membership

Registration is open for ASTD-NEFL 2008 membership. To register, renew, or just see what has changed, visit <http://quest.cvent.com/i.aspx?5S,M3,d53068a2-bc96-41e1-8703-a388b1cec790>.

**Note:** A few readers have told us that extraneous special characters appear on this membership information page and make it difficult to read. The problem seems to depend on which browser is being used. If you see them, press your F5 key and the extraneous characters should disappear.

[Back to top](#)

## Changes to Meeting Fees

With a fresh new year ahead of us, and after much discussion throughout 2007, the ASTD NEFL Board of Directors approved some changes to meeting fees, cancellation deadlines, and payment options for our monthly meetings. The new policies and processes below will begin in February 2008. Please read on for more information.

### **Monthly Meeting Fees**

Meetings are planned as a benefit for our members and the business community and are not intended to be fundraisers. The intention, however, is for them to pay for themselves. Increasing costs, primarily of hotel meals and services, have caused us to explore many alternative venues without finding an appropriate one that would permit us to avoid increasing meeting fees.

Therefore, fees for our regular monthly meetings have been adjusted to \$30, with chapter members enjoying a discounted rate of \$25.

### **e-Learning Special Interest Group Meeting Fees**

The e-Learning Special Interest Group (eSIG) meetings are a valued benefit for members, and there is no change in fees for eSIG meetings. As before, eSIG meetings remain free for chapter members and just \$10 for non-members.

### **Prepayment Online**

Starting in February, fees for all regular or eSIG meetings must be paid online at time of registration.

### **Walk-Ins**

When space permits, those who arrive to monthly meetings or eSIG

meetings without a prepaid registration may still be accommodated. There will be an additional fee of \$5 for admissions paid at the door (walk-ins.) This fee will apply to both members and non-members

### **Cancellations**

People who register, fail to attend, and don't send a substitute, or cancel their registration leave the chapter to pay for ordered but uneaten meals. We have chosen to adopt the policy in use by many other professional associations of requiring prepayment with registration in order to avoid paying for no-shows. This policy is effective immediately and will also speed check-in at the door the day of the meeting, allowing you more time to enjoy networking with your colleagues.

We will be able to issue refunds only if cancellations are made by the third day prior to an event (Monday, for example, with a Thursday meeting.) If you send a substitute in your place, it is important to let us know in advance, or at the registration table, so that you will not be counted as a "no-show."

### **Feedback Welcome**

These changes will help in our continuing efforts to manage expenses while providing our members and the community with excellent programs. As we implement these new processes, feel free to give us your suggestions for improvement.

We will work with you to resolve uncommon situations such as company procedures that require invoicing and payment by check. Contact Chapter Administrator, Paul Stromberg, at [astd.nefl@gmail.com](mailto:astd.nefl@gmail.com) or 904-551-9000 if the new policy is creating a problem for you.

[Back to top](#)

## **2007 ASTD NEFL Annual Report**

### **2007 ASTD NEFL Annual Report**

#### **Membership:**

- 258 ASTD Northeast Florida Members (an increase of 28 members from 2006)
- 65 Joint ASTD National **and** ASTD Northeast Florida Members

#### **Programs:**

- Ten successful regular monthly programs (including one evening meeting and three panel sessions) with an average meeting attendance of 58
- One special event joint Meeting between ASTD NEFL and UNF for

the UNF Excellence in Employee Development Awards

- Disney Keys to Excellence Program – (May 1) over 400 attendees; \$50,000 profit for chapter
- Eleven Monthly e-Learning Special Interest Group (e-SIG) meetings with an average attendance of 23
- Recruitment and Formation of eSIG Program Committee; Three committee members set for 2008 program year to assist with program planning, speaker recruitment, meeting hosting and eSIG Spotlight articles
- Recruitment of a Platinum-Level eSIG Sponsor for 2008

**Finance:**

- Total revenue: \$143,412.55
- Total expenses: \$ 85,941.09
- Profit/Loss: \$ 57,471.46
- Ending bank balance: Checking \$47,966.35 / Savings \$44,349.41

**Position Referral:**

- Forty-One job postings distributed

**Accomplishments:**

- Published six newsletters distributed to approximately 1,400 people
- Raised \$3064.00 in revenue from sponsorships, advertising, chips, and interest
- Developed and administered annual Member Survey and facilitated action planning with Board to implement high value programs for members
- Assisted with the 2<sup>nd</sup> Annual Florida ASTD Conference
- Upgrades to ASTD NEFL Website
- Created standards and procedures for chapter operations
- Arranged to accept American Express as a convenience to members
- Disney Keys to Excellence Program – (May 1) over 400 attendees; \$50,000 profit for chapter

Based on brainstorming and multi-voting at the last board meeting, the top ideas to enhance member value with the profit from the

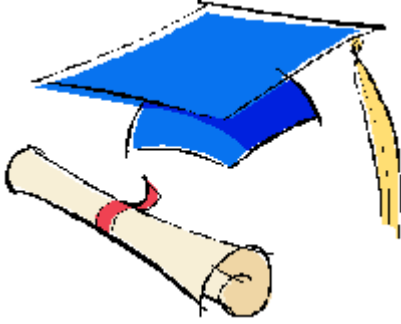
Disney event were:

1. Scholarships
2. Technology Enhancements
3. Prizes at meetings
4. Big events

**Thank you to everyone who helped make 2007 a successful year!**

[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](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 Derree Braswell -

[professionaldevelopment@astdnefl.org](mailto:professionaldevelopment@astdnefl.org)

[Back to top](#)

## Support Your Chapter, Diane Elkins

### 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](#)

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

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

**ASTD International Conference & Exposition  
June 1 – 4, 2008 ~ San Diego, California**

Click here for more information - <http://www.astd2008.org/>

[Back to top](#)

**ASTD Certificate Programs, Julie Simmons**



ASTD offers key certificate and workshops programs to focus your professional development. Visit the ASTD National website for information on upcoming programs.

<http://www.astd.org/content/education/certificatePrograms/>

[Back to top](#)

**Sponsorship 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 1 to 10,000+ employees.
- The newsletter reaches over 2,000 readers six times each year.

Given the numbers and decision-dollars involved, sponsorship represents a valuable advertising proposition at an extremely low cost.

We offer different media combinations to reach your audience. 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 and 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 [dshinn2101@aol.com](mailto:dshinn2101@aol.com).

[Back to top](#)

## Sponsor Spotlight



[more info](#)

Upcoming training by Alcorn, Ward, & Partners, Inc.

<b>Adobe Captivate</b>	<b>Lectora Publisher</b>
Level 1: Thursday, Feb. 7	Level 1: Tuesday, Feb. 19
Level 2: Friday, Feb. 8	Level 2: Wednesday, Feb. 20



**Award Winning Custom eLearning Development Services**

**Beeline eLearning Solutions**

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



[www.beeline.com](http://www.beeline.com) • [elearning@beeline.com](mailto:elearning@beeline.com) • 904-360-2637

## 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](#)