

LEARNING

Bridges

March / April 2008

The Newsletter for ASTD Northeast
Florida Chapter

www.astdnefl.org



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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.

Technology in the 21st Century

As many of us have moved through our careers, we have seen technology become the lifeblood of successful companies. With these changes, the training needs, and even means of delivering training, changed. ASTD National has lately focused on the technology changes with the following articles in the February issue of T&D Magazine:

- *Designing E-Learning: Outside the Box* – this cover article addresses the three learning phases that will give e-learning success. [Click here](#) for a free copy of the article from ASTD National.
- *Second That!* An introduction to how Second Life (www.secondlife.com) can help remove the distance from distance learning.

Your local Northeast Florida ASTD chapter also offers you programs that can help you navigate and leverage today's new technology. Every month the e-Learning Special Interest Group offers you programs that can help you learn about technology and gives information about how to use technology for training. The March eSIG meeting actually focused on Second Life and gave webinar attendees a fresh, cutting-edge look into the new world virtual learning and what it means for the training industry.

Next, at the regular, [ASTD meeting on April 17, 2008](#), titled, "Podcasting 101 for Training," producer, Mark Krevo, from Bold City Media, will introduce you to the world of podcasting – creating and distributing digital media online. Podcasting is used by organizations for communication of conference meeting alerts and updates, product information for sales, and, yes, for training. As a matter of fact, ASTD National is already using podcasts. [Click here](#) if you want to listen to a Podcast of the T&D Magazine article, *Designing E-Learning: Outside the Box* or other training-related podcasts.

During the April meeting, you will learn about the four P's of podcasting (Plan, Produce, Publish, and Promote), and discuss ways your learning organization might use podcasting for training and performance improvement. Come ready to learn!

Special thanks to the following sponsors of our April meeting!



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Upcoming Events, Darrin Hayes / Linda Hasselbach



Thursday, April 17, 2008 Combined eSIG/Monthly Chapter Meeting

Topic: Podcasting 101 for Training, presented by, Marc Krevo

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

Many training industry professionals are familiar with or subscribe to podcasts and may have heard presentations in the past about the growing popularity of podcasts, particularly for younger generations. And you may have heard how podcasting can be an effective communications tool for certain audiences or learning environments in a corporate training program. But how does podcasting really work? How difficult is it to produce and distribute podcasts? What type of infrastructure or investment is required? Can you produce it in-house or does it require outsourcing?

Join us on Thursday, April 17, 2008 as Marc Krevo takes us on a tour of the Four P's of podcasting: Planning, Producing, Publishing, and Promoting. You'll also learn about free or low-cost tools you can use to produce quality audio podcast content and share it with your training audience. And we'll discuss ideas for where podcasting may fit in with your organizational learning strategy.

About the Presenter. . . **Marc Krevo**, Principal, Bold City Media, specializes in corporate and small business communication development. With a focus on podcasting and online video, Bold City Media's mission is to help companies

get their message out through the medium of storytelling. This is accomplished with real stories about people in everyday environments or recently known as "Social Media." By storytelling, businesses bond and connect with their customers by focusing on their challenges and needs.

Tuesday, May 6, 2008 eSIG – look for more information via email soon!

Topic: Telecommuting in the Training Industry
A Panel Discussion on the Pros and Cons of Telecommuting in Today's Workplace
Everbank, 7:45 a.m.

Thursday, May 20, 2008 Monthly Chapter Meeting

Topic: Movies To Manage By, presented by, Linda Plummer, Plummer & Associates
Marriott @ Southpoint, 11:30 a.m. – 1:15 p.m.

Have you ever watched a Hollywood movie and thought: "That scene would be perfect in my class!"? Film – and the energetic discussion it stimulates – provides powerful insights. During this presentation we will observe and discuss short scenes about leadership from great feature films. These "leadership moments of truth" illustrate what leaders do. Each scene encourages you to get into "the act", helping you to see yourself playing the lead role and gaining leadership insights in the process. The presenter will also provide information on how to obtain copyright permission to use movie clips in training.

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

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ASTD International Conference & Exposition, Rachel Wical



ASTD 2008 International Conference & Exposition

June 1 - 4, 2008
San Diego, California
<http://www.astd2008.org>

What is it? The ASTD International Conference & Exposition (ICE) is an annual gathering of Workplace Learning Professionals (WLPs) from around the world. WLPs meet here for the common goals of learning, sharing and networking.

They take away new ideas and skills that will help their companies improve and grow.

Your local ASTD Northeast Florida Chapter has organized a Chapter Team to allow you to attend ICE at the Discounted Corporate Rate!

What does this mean? It means that you can save up to **\$400** on your registration! [See rate chart below.](#)

How to register on-line: Use the following steps to register on-line and receive the discount:

1. go to <http://www.astd2008.org/>
2. Click **Registration**
3. Register Online. You will be asked to provide your **user name** and **password**.
4. Under Full Conference Registration Options select **Corporate Team Rate** and for Corporate Team Code select **Northeast Florida Chapter**. (see screenshot below for example)
5. Follow the instructions and check-out through the ASTD store.

The corporate team code for Northeast Florida Chapter is IC08074. However, you do not need this code to register online.

What if I am already registered for ICE? Call ASTD national at 1.800.628.2783 and give them the corporate team code for the Northeast Florida Chapter: **IC08074**, and they will **refund the difference** from what you had previously paid!

Why should Workplace Learning Professionals go?

General Session Speakers include:

- ♦ **Malcolm Gladwell** Author of *Blink* and *The Tipping Point*,
- ♦ **Patrick Lencioni** author of five business books, including *The Five Dysfunctions of a Team* and *Death by Meeting*.
- ♦ **Kay Koplovitz** Founder, USA Network and the first woman network president in television history.

• Certificate Programs	• Legends Series
• General Sessions	• View from the CLO
• Pre-conference Workshops	• Networking Events
The EXPO: over 300 exhibitors already registered (some include free books and other specials)	

And a whole lot more. Check out <http://www.astd2008.org/> for more info.

Rates	Member	Non-Member
Regular Rate (after March 15, 2007)	\$ 1,250	\$ 1,550
Daily (Sunday-Wednesday)	\$ 450/day	\$ 495/day
Corporate or Chapter Teams	\$850	\$1,100
<p>Volunteers: Free day for each volunteer day - For every day you volunteer to help at the conference, you get a FREE day to attend the conference. Call 1.800.628.2783 to learn more!</p>		

- **ASTD Schedule Builder** - This online feature allows you to view all session descriptions and speaker profiles and sort educational offerings based on a variety of criteria so you can create your own personal itinerary.
- **Certificate Programs** - ASTD Certificate Programs provide practical content presented by expert practitioners and time for skill-building with your peers. Enhance your competitive advantage and advance your professional development.
- **General Sessions** - Provide an opportunity for all conference participants to come together and learn from notable thought leaders whose work challenges our assumptions and widens our horizons. Presenters offer insight and inspiration on a range of topics of interest to participants.
- **Legends Series** - Three pioneers and prophets of the field of workplace learning and performance. This year's Legends met the following criteria: wide, international name recognition and stature in the field; enduring impact and influence; originality of ideas; a career of sustained currency: work done more than five years ago is currently discussed, applied, and adapted; a substantive body of published work; a contribution that raises the visibility, credibility, and stature of the field.
- **Showcase Speakers** - These are speakers offer substantive or innovative content with a positive impact on people and the profession.
- **View from the CLO** - The View from the CLO features leading CLOs from various industries sharing from his or her experience leading at the top of the profession. You will hear how they got there and what they're doing in their organizations that make them so valuable.
- **Pre-conference Workshops** - Offered for an additional fee on Saturday prior to the start of the conference. These interactive programs are typically more hands-on than the

concurrent education sessions and are an ideal way to develop new skills or gain new perspectives.

- **Concurrent Sessions and Tracks** - Topics are categorized as Core (the basics); Hot/Current (new and in focus right now); and Future Outlook/Trends (what is coming in the next 3-5 years).

The nine professional development tracks include the following:

- Career Planning and Talent Management
- Designing and Delivering Learning
- E-learning
- Facilitating Organizational Change
- Personal & Professional Development
- Leadership and Management Development
- Learning as a Business Strategy
- Measurement, Evaluation, ROI
- Performance Improvement

Questions: Contact **Derree Braswell** at: professionaldevelopment@astdnefl.org or **Rachel Wical** at: rwical@allstate.com.

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[more info](#)

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

Adobe Captivate	Lectora Publisher
Level 1: Friday, May 30	Level 1: Friday, July 18
Level 2: Friday, June 6	Level 2: Friday, July 25



FREE IPOD Training!

Yesterday my mom said, "Hey Julie, when you have a minute, can you help me purchase an audio book from iTunes and load it on my iPod?"

"Sure," I replied, thinking it would be no sweat. Little did I know that her iPod was different than mine, as was her version of iTunes. It took me forever to complete this simple task, as we had to blindly navigate our way through the process.

Today, iPods, and other mp3 players are used more than ever in the training industry. If you have an iPod and understand what I mean about the confusion of learning to use it, you might benefit from the free iPod training found at, <http://www.makaucorp.com/ipod.asp>. Once you have your arms around your machine, you will be equipped to participate in all of the podcasts sent your way – or that you might learn to create and cast!

This training opportunity is just in time for the April meeting, "Podcasting 101 for Training," where you can learn all about podcasting! Join us on, April 17, 2008, for the combined eSig/ASTDNEFL Chapter meeting (You can register for this event via the [NEFL chapter's event page](#).)

In the meantime, check out the following websites for free podcasts you can download to your iPod or other MP3 player:

- <http://www.astd.org/TD/TDpodcasts.htm>
- <http://www.pbs.org/podcasts/>
- <http://www.cnn.com/services/podcasting/>
- http://www.unf.edu/dept/cirt/tech/podcast/podcast_list.html
- <http://www.masieweb.com/>

Mark your calendar – eSig meeting on Tuesday, May 6, 2008! Look for more information to be delivered via email.

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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.

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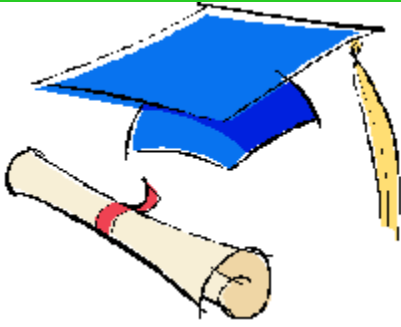
The banner features the Beeline logo on a yellow background with the text "Award Winning Custom eLearning Development Services". To the right, on a light blue background, are the services: "Beeline eLearning Solutions", "Custom eLearning Development", "Comprehensive Development Services", "CourseBuilder Development Tool", and "Learning Management System". Two award medals from Brandon Hall Research are shown: "Excellence 2006 Gold in Learning" and "Excellence 2006 Silver in Learning". At the bottom, a dark blue bar contains the website "www.beeline.com", email "elearning@beeline.com", and phone "904-360-2637".

New Feature! Member Milestones

- Michael Martin was promoted to Chief Learning Officer at WRH Realty Services, Inc.
- Gina Maria Jerome, CEO of the Leadership Guild, just graduated from Coach University.
- Diane Elkins of Alcorn, Ward, & Partners was named by Training magazine as one of the industry's top young training leaders and will be profiled in the May issue.
- Marilyn Feldstein of Career Choices Unlimited has recently been published in several books: No-Nonsense Resumes, Expert Resumes for Baby Boomers, Directory of Professional Resume Writers: How to Find and Work with a Pro to Accelerate Your Job Search, and Job Search Bloopers: Every Mistake You Can Make on the Road to Career Suicide...and How to Avoid Them.

Do you have a milestone you'd like to share? Send the details to editor@astdnefl.org .

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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 Derree Braswell -
professionaldevelopment@astdnefl.org

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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.**

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From ASTD National, Julie Simmons



2008 Certificate Program Schedule - 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/>

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Did you know . . .

You can purchase a newsletter advertisement for as little as \$25?

Contact Denise Shinn to discuss a wide range of sponsorship opportunities that are available. Dshinn2101@aol.com or 904-705-2031.

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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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