

LEARNING Bridges

May / June 2008

The Newsletter for ASTD Northeast
Florida Chapter

www.astdnefl.org



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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.

Core Values



We are fortunate to have a local ASTD chapter that gives us resources like this newsletter, helps us stay connected at monthly meetings and through the [Marketplace](#), and offers valuable programming for our professional development.

Did you know you can get even more when you let ASTD National work for you? I was a local member of ASTD for five years before I realized there was a National organization of which I could be part.

Let me share some of the benefits of being a part of our parent organization. ASTD is a leading association of workplace learning and performance professionals. Our National ASTD members come from more than 100 countries and 15,000 organizations.

Many of our local members have already experienced the benefits of membership as part of this national network of professionals where they stay informed about what is happening in our industry around the world and connect with other national ASTD members. Below are just a few of the benefits I use frequently or have recently learned about. To see what else is offered, visit www.astd.org/benefits. The following benefits are free to National ASTD members, and some are available to the general public. I encourage you to take a minute to explore the offerings.

Stay Informed

With National membership, you get various tools to help you stay informed about what is happening in the industry.

- **T&D Magazine** gives you information about the workplace learning and performance profession. www.astd.org/TD
- **T&D Webcasts** gives live interactive webcasts where you and leaders in the field can discuss topics and challenges facing our profession. www.astd.org/tdwebcasts
- **The Buzz** gives you weekly quick-read summaries of articles on training news from more than 7,000 worldwide magazines and newspapers. www.astd.org/buzz
- **ASTD Links** gives you monthly briefings on the latest research findings, ASTD member and chapter news, and public policy initiatives. www.astd.org/links
- **Learning Circuits** gives you information on the latest technological developments in training, learning, and knowledge management in the world of e-learning. www.learningcircuits.com
- **Trainlit Literature Database** gives you a resource for getting

your questions answered. You can use keywords to search over 21,500 articles and book summaries (that link to full text when available). www.astd.org/trainlit

- **ExecuBooks** gives you a FREE place to search through thousands of summaries of new and classic business books on leadership, management, career development, human resources, and much more. www.astd.org/execubooks
- **White Papers** give you “how to” reports on workplace learning and performance and human resources from experts in both fields. www.astd.org/whitepapers

Keep Connected With Other National Members

Networking with colleagues is one of the main benefits members want and receive from ASTD.

- **ASTD Connect** allows you to set up your profile of professional and personal interests, and instantly find other ASTD members with your similar interests and communicate with them. www.astd.org/connect
- **ASTD Job Bank** gives you a tool to search for National members by name, company, title, and location. www.astd.org/directory
- **ASTD Chapters and Global Networks** give you an online learning community where you can confer with colleagues and offer your own expertise. www.astd.org/communities
- **ASTD Job Bank** links employers and employees. <http://jobs.astd.org/>

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E-SIG: Interactive Training Techniques using WebEx: Victoria Halsey, Ph.D.
June 10, 2008
Noon to 1:15 p.m.
Web Conference - WebEx

In this web seminar, Vickie Halsey shows us how to create interactive and engaging presentations that will involve your participants every step of the way. You will learn from numerous activities and options to maximize your web tool and ensure your participants are involved and learning every minute.

How many times have you caught yourself responding to emails, or looking through your mail, or putting your phone on mute so you can have a conversation with someone during a web seminar? There'll be none of that in Vickie's presentation! Vickie will show you how create presentations that hold the attention and interest of your audience through your entire session.

Dr. Victoria Halsey is a spirited, inspirational speaker, author and trainer who energizes audiences worldwide by engaging their hearts well as their minds. Sought out globally as an instructional designer, Vicki creates a power-boost for the cutting-edge content of well-known management gurus such as Marcus Buckingham, Keith Ferrazzi, Bill George and Ken Blanchard by infusing their work with optimal learning practices and innovative training materials.

As Vice President of Applied Learning for the Ken Blanchard Companies, Vicki specializes in partnering with organizations to design, deliver and coach their people through interactive workshops, keynotes, webinars, podcasts and numerous other classroom and e-learning experiences. Fortune 100 companies that include Nike, Toyota, Gap, Oracle, Proctor and Gamble, Merrill Lynch, Wells Fargo and many more, have benefited from her custom-designed leadership and customer service programs. She is the co-author of Blanchard's Legendary Customer Service Training as well their award winning blended e-learning Situational Leadership® II program. In addition, Vicki also crafted the highly acclaimed MBA and MSEL university degree programs for both University of San Diego and Grand Canyon University.

Her newest book, *The Hamster Revolution: How to Manage Your Email Before It Manages You*, is another example of her drive to create practices that enable individuals to clarify expectations, improve communication, and focus on what is really important.

Strategic HRD in Action: Measuring Training Impact Potential (TIP) to Improve Performance and Business Results: Dr. Greg V. Michalski, Ph.D., PMP, Convergys HR Management Institute

June 19, 2008
11:30 a.m. to 1 p.m.
Marriott at Southpoint

Greg Michalski's presentation demonstrates and summarizes results of a Strategic HRD approach used to measure Training Impact Potential (TIP) for performance improvement and business planning. He will use a business case study using Concept Mapping/Pattern Matching to describe how you can put this Strategic HRD principle into practice in a complex organizational setting (e.g., one characterized by multiple goals and globally diverse stakeholders). Greg will help us understand how to quantify the relationships between business importance and training impact potential and discuss how to use them for learning program planning and Strategic HRD. If you struggle to put Strategic HRD principles into action, don't miss this "natural fit" best practice methodology.

Dr. Michalski, Ph.D., PMP® has over 20 years of international Human Resources Development (HRD) research, implementation, and consulting experience across a spectrum of businesses including Nortel Networks, Bell Northern Research, Rockwell Collins, Groupe Bull, Zenith Data Systems, John Deere, Heathkit Educational Systems, Winn-Dixie Stores, Wachovia, and others. He has also led professional research, development, and licensure/certification programs for a variety of public sector and NPO clients including American College Testing (ACT), the Oncology Nursing Certification Corporation (ONCC); Federation of State Boards of Physical Therapy (FSBPT); American Association of Social Work Boards (AASWB), the e-Learning for kids foundation (Founding Executive Research Director), and the National Council of Examiners for Engineering/Surveying (NCEES). A published author and certified Project Management Professional (PMP®), Dr. Michalski provides independent consulting services and has served in both full-time and adjunct faculty roles at several institutions of higher education in the United States and Canada including Virginia Polytechnic Institute & State University (VATECH), Lake Michigan College, Jordan College, Illinois Technical College, the University of Phoenix, and the University of Ottawa. He currently manages the HR Management Institute for Convergys Learning Services in Jacksonville, FL.

Preludes & Props

July 17, 2008
11:30 a.m. to 1 p.m.
Marriott at Southpoint

Save the date!

2008 Partnership for Development Summit & Expo

A Joint Partnership between ASTD, SHRM, and HSMIAI

October 1, 2008
8:30 AM – 12:00 noon
Marriott at Southpoint

Keynote speaker: Mark Thompson, co-author Success Built to Last

A best-selling author, Mark has two decades of experience as a senior executive, board member, management coach, producer, and investor. Mark is an expert at helping organizations embrace rapid change, ignite growth, and engage the influential people who are driving the brand's future.

Mark your calendars for an exciting morning of networking with colleagues and vendors in the Expo Hall, round table discussions, and more!

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

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Copyright: Using Movies in Training comes with Legal Obligations . . . and Costs, Linda Plummer, SPHR / Plummer & Associates



"Movies to Manage By" was the topic of our May Chapter meeting. We purposefully watched film clips and then discussed leadership lessons we observed. We experienced, first-hand, the power of movie scenes for training and learning.

If you think these film clips come free because it's so easy to check a film out of the public library or from your neighborhood Blockbuster Store, chances are you won't be able to use them in your training event without permission – and probably not without a fee.

The good news is that it is now simpler to acquire permission to use copyrighted materials. And the costs may be less than you might think. Resources for film permission include:

www.reelclassics.com/Buy/licensing.htm

This site provides a basic and easy-to-understand explanation of applicable copyright law. It also offers links to the Clip Licensing Departments for several movie studios. If your clips are all from one film, it might be less expensive to contact the movie studio directly.

www.mplc.com, Motion Picture Licensing Corporation (MPLC)

Licensing can be purchased for one-time use or as an "umbrella" where your company, school, library or church can use movie clips from authorized titles for a fee. The fee for an Umbrella License® is reasonable and a company can use as many movies as they want internally (not for profit) for one year or a fixed period of time. Motion Picture Licensing Corporation will work with you to customize a license that fits your needs. Because companies vary, there isn't a one-size-fits-all license, and MPLC will work with you to get you compliant! All of these licenses can be granted over the phone.

When can you show clips for **free**? Videos/clips may be shown in public education where the movie is part of the curriculum, is mentioned in the syllabus, and when the college class is for credit.

How are violators most frequently discovered? Your employees. Someone wonders whether his or her company has permission to show the film and contacts the studio or MPLC who then investigates.

Now that you've received permission to show film clips, how can you easily get the clip from the DVD loaded on your computer? Ronda Mitchell, Assistant Director of the Center for Professional Development and Training at UNF, shared the following software that may be helpful in loading a clip on your computer:

<http://www.xilisoft.com/>, Ronda has used this product and finds it works well. You can't get to frame by frame; just second to second. The cost is about \$35.00.

<http://handbrake.fr/>, This is free software. HandBrake is an open-source, GPL-licensed, multiplatform, multithreaded DVD to MPEG-4 converter, available for MacOS X, Linux and Windows.

<http://www.apple.com/quicktime/>, Quicktime Pro has DVD editing capabilities as well. Cost \$30.00. Works for both Mac & PC. Thanks Ronda for sharing these resources!

Two resources that provide training ideas for movie clips include:

101 Movie Clips that Teach and Train, by, Becky Pike Pluth 2007 www.101movieclips.com If the name sounds familiar, it should. Her father is the well known master trainer, Bob Pike.

Hartwick Classic Film Leadership Cases are available from, www.hartwickinstitute.org, 800.942.2737. Cases are available for movies such as Gandhi, Mr. Holland's Opus, The Contender, Apollo 13. An idea for using these cases might be to have the members of a leadership team watch a designated title on their own time and then meet together to discuss lessons learned from the movie. You could order the Teaching Notes to guide the discussion.

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Chapter Values, Betsy Donnelly



At the 2008 Board Planning Session, the Board decided we should develop a list of values to accompany the Mission and Vision statements.

At the January meeting, Betsy Donnelly, Director, asked for volunteers to serve on a committee to develop these values. Six people stepped up to the task. Several meetings were held, often conference calls to eliminate the need to travel distances for a relatively short meeting.

The values were presented to Board in April and after some minor modifications, the final values were shared at the May Chapter meeting with a short activity.

To show appreciation for their volunteering for this important task, Betsy, on behalf of the Board, presented each team member a watch the ASTD NE FL logo on the face.

Committee members were: John Bryan, Art Dwight, Ronda Mitchell, Darrell Prather, Donna Ridgway, and Cate Williams. The committee thanked Diane Elkins for taking their concept of a puzzle to introduce each value and designing a professional look for it.



Core Values

To accomplish our mission and vision, NE Florida ASTD bases its decisions and actions on the following core values.

Respect

Sustain a professional environment by embracing diverse ideas and contributions and showing respect for personal differences.

Development

Promote continuous learning and self development through professional programs and leadership opportunities.

Networking

Create a friendly, supportive environment where members and guests feel welcomed and connected.

Involvement

Encourage members to use their expertise and volunteer time to support the chapter and the community.

Resource Sharing

Enable all members and their organizations to benefit from chapter resources.

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FINALLY, ONE-STOP SHOPPING FOR THE TRAINING AND DEVELOPMENT INDUSTRY!

TrainJax
CONSORTIUM
One Source. Many Providers.

9 companies in one place to help you find
the training-related services you need.

[Click here for a complete listing of providers and services.](#)

Do your ASTD NEFL E-Mails Look Funny?, Paul Stromberg

Some people have reported seeing extra “garbage” characters (mostly As with a caret sign - Å) that replace spaces or apostrophes in emails from us and make them difficult to read. The problem appears to be in the Unicode setting of their browsers.

If you experience this problem, the following steps should correct the issue:

1. Open a new browser window.
2. Click on view from the menu bar at the top.
3. Select encoding and then Unicode (UTF-8) from the list.

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General eSIG Happenings

The eSIG Program Committee welcomes our newest committee member, Christopher Dibble. Chris is an Instructional Designer with L-3 Communications/ D. P. Associates where he is responsible for the design and development of eLearning and computer aided classroom courseware for a U.S. Air Force contract. Chris' focus on our committee will be to coordinate chapter web site updates pertaining to eSIG happenings and to coordinate handout materials for our monthly meetings.

Meeting Topics

In May we had an engaging and informative panel discussion on the topic of Telecommuting in the Training Industry. In the coming months, we have more terrific eSIG topics including the following: Interactive Training Techniques Using Webex, Delivering Flash Video, and Graphic Design for eLearning.

Meeting Cancellations

We appreciate your attention to submitting registration cancellations in advance, if, after you're registered for a meeting, you find you will be unable to attend. This helps us with both planning and management of expenses.

Happy eLearning!

Mark your calendar – E-SIG: Interactive Training Techniques using WebEx: Victoria Halsey, Ph.D.
June 10, 2008 from Noon to 1:15 p.m.

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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 and its settings. If you see them, press your F5 key and the extraneous characters should disappear. If that doesn't work, try the fix recommended above for the similar problem with emails.

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Member Milestones



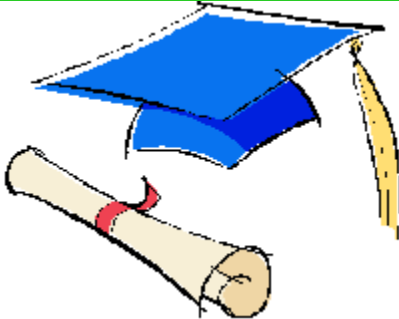
Marilyn A. Feldstein, CEO of Career Choices Unlimited, Inc. and Certified Career Coach, is a contributor to the new career book: *No-Nonsense Job Interviews: How to Impress Prospective Employers & Ace Any Interview* published by Career Press.

Lea Wilkerson married Joseph Bryan on December 15, 2007 in Orlando, FL.

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

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ASTD Certification



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

Many hands make light work!

On occasion, we need some assistance with short-term projects regarding our programs. The projects range in topic but recent ones include researching options on venues and meal choices, and reviewing insurance needs. If you have thought about a VP position, but can only give small segments of time, contact Darrell Prather, VP Programs at programs@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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From ASTD National

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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Sponsorship and Advertising Program, Poonam Sahotra



Did you know . . .

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

Contact Poonam Sahotra to discuss a wide range of sponsorship opportunities that are available. Poonam Sahotra poonamsyl1@hotmail.com or 904-294-4073.

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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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