

LEARNING Bridges

January / February
2009

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 <http://www.astdnefl.org/Default.aspx?pageId=143146>.

Core Values



2009 is Looking Fine!

Happy New Year! I am pleased to be leading the chapter this year and thank you in advance for your support of me and the 2009 Board of Directors and their committee members.

I'd like to take a moment to recognize our 2008 President, Desiree Ward, for her leadership last year and the contributions she made to the chapter. Desiree made the role of President look easy. She will continue as a board member and is diligently working to make sure that our Chapter Operating Requirements (CORE) report is submitted accurately and on time.

I'd also like to recognize Diane Elkins, Past President and Director-At-Large for the last two years, for her leadership of the chapter. Diane will be relocating to Washington, D.C. this month. (Look out, [Tony Bingham!](#)) Diane has provided a wealth of insight and chapter history for us that we've used in making decisions and furthering chapter goals. Diane will be sorely missed, but I expect we'll see her around Jacksonville now and again.

I am excited about the goals we have set for 2009 that will enable us to continue to make the Northeast Florida Chapter of ASTD one of the best resources for workplace learning professionals in the Northeast Florida area. I want to make sure that your chapter (and national) membership is really meeting your needs personally and professionally, so if you have ideas and input, please contact me.

One of our main goals this year is to increase Member Engagement. This chapter and our profession depend upon the collaboration and engagement of workplace learning professionals, and I want all of you to be on the lookout for opportunities to lend your skills and ideas to chapter events and activities, and for ways to develop yourselves. Please continue to attend events, get involved in a committee, work the registration table a time or two, present a topic at a meeting, and network, network, network. It is our time to shine in this profession and our companies and community need us to lead the way when it comes to excellence in workplace learning.

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

more info	Lectora Publisher Part 1: Jan. 29	Part 2: Jan. 30
	Adobe Captivate Part 1: Feb. 20	Part 2: Feb. 27
	Articulate Studio Feb. 18	

Membership

- 308 ASTD Northeast Florida Members (an increase of 48 members from 2007)
- 76 Joint ASTD National **and** ASTD Northeast Florida Members

Programs

- Nine successful regular monthly programs with an average meeting attendance of 59
- One special event joint Meeting between ASTD NEFL and UNF for the UNF Excellence in Employee Development Awards
- One PDSE (Partnership for Development Summit and Exposition) joint meeting with other organizations with 145 attendees
- Eleven Monthly e-Learning Special Interest Group (e-SIG) meetings with an average attendance of 37
- One informational professional development meeting about The ASTD Certification Institute's Certified Professional in Learning and Performance Certification (CPLP) program

Finance

- Total revenue: \$36,187
- Total expenses: \$42,224
- Profit/Loss: -\$6,037 (This is a negative number; however, the expense is due to the Website upgrade. The funds for this upgrade were allocated as a benefit to our members from the revenue received from the Disney Institute event held in 2007.)

Accomplishments

- Published six newsletters distributed to approximately 1,400 people
- Raised \$1,898 in revenue from sponsorships, advertising, chips, and interest
- Developed and administered annual Member Survey and facilitated action to implement high value programs for members
- Upgrades to ASTD NEFL Website
- Created standards and procedures for chapter operations

Thank you to everyone who helped to make 2008 a successful year!

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In December, ASTD co-sponsored the 8th Annual *Excellence in Employee Development Awards*. The winners were selected from more than 43 submissions from organizations and individuals throughout northeast Florida.

Congratulations to the Winners!

Excellence in Employee Development Award

Community First Credit Union of Florida
Polk County Board of County Commissioners

Excellence in Learning Partnership Award

Sea Star Line, LLC
Everbank Learning & Development

Trainer Excellence Award

Sandler Sales Institute of North Florida –
Patrick J. McManamon
Polk County Board of County Commissioners – Sher Hooker

Excellence in Measuring & Evaluating Training Award

Sea Star Line, LLC
Landstar System, Inc.

Excellence in Program Design Award

Sea Star Line, LLC
Baptist Medical Center

Excellence in E-learning Award

CSX Transportation

Excellence in Blended Learning Award

Availity, LLC
Learning and Documentation Services
CSX Transportation

Excellence in Leadership Training

Shands Jacksonville Medical Center
Polk County Board of County Commissioners

Excellence in Coaching & Mentoring

Career Choices Unlimited, Inc.

Excellence in Program Improvement

CSX Transportation

Upcoming Events

Save the Date – 2009 Meetings!

More information to come as the dates draw near – most meetings will be from 11:30 a.m. to 1 p.m. at Marriott Southpoint.

- February 19
- March 19
- April 16
- May 21
- June 18
- July 16
- August 20
- September 17
- November 19

February ASTD Meeting

Topic: Leadership Lessons of The Founding Fathers

Presenter: GinaMaria Jerome

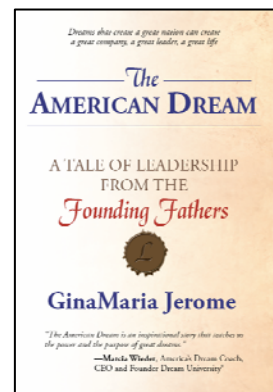
Despite seemingly insurmountable odds, the Founding Fathers overcame adversity and created the greatest nation in history. How did they do it? How did these individuals – collectively and independently – step up, lead the way, and accomplish their goal? Did they rise to greatest merely out of circumstance or did they possess unparalleled vision and conviction? How did they manage to work together when they all seemed to have their own opinions of how things should be done? How did they build teams and keep them united over vast distances? As we experience tough times today, is there anything we can we learn from these leaders of yesteryear?

Join us as author GinaMaria Jerome explores how the lessons of the past might be what leads the way of the future. We'll also have her book on hand and she'll be available after the presentation for book signings.



About Our Speaker

GinaMaria Jerome is a dynamic speaker and consultant who is an expert on leadership development and organizational behavior. Her energetic and engaging presentations help you create the results you've been wanting in your company, your organization, and in your life. She has addressed audiences from all over the world



and attendees rave about her information-packed delivery. Her consulting skills have been sought by Merrill Lynch, Blue Cross Blue Shield, Dell, Texas Instruments, Motorola, and Southwestern Bell. As a coach and award-winning author, GinaMaria has published over 200 articles and three books. Her latest book is *The American Dream: A Tale of Leadership from the Founding Fathers*.

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

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e-Learning Spotlight, Adrienne Herndon

The application of social media in business is increasing. According to an Inside Training newsletter, Human Capital Institute and Cornerstone OnDemand, Inc.'s study "Leveraging Social Networking & Web 2.0 Collaboration" revealed over half of the companies surveyed use communities of practice/groups and chat/instant messaging. The companies also use corporate social networks (49 percent) and blogs and/or wikis (39 percent).

What is social media? How can it be utilized in your business? What are the obstacles of adoption?

We will kick off the 2009 e-SIG series with a look at social media. **On February 10th, Angela Dunn will present "Social Media: Blogs, Twitter, YouTube and Facebook in Business Today."** Angela Dunn, a consultant with ICATT Consulting Inc., is a social anthropologist and new media analyst. Angela will give an overview of social media and Web 2.0 tools and analyze their affect and benefits for the workplace today. Millennials are using these technologies whether they are allowed to or not. Angela will also take a look at how leading companies are leveraging these new technologies.

Join us on our chapter website for a discussion on [social media](#).

We have posted the following questions to ignite our discussion:

- Do you currently utilize social media? Why or why not?
- Which aspects of social media do you use?
- Which aspects of social media have you abandoned? Why?
- What have been the advantages you have experienced over other forms of media?
- What have been the disadvantages you have experienced over other forms of media?
- What questions do you have for our February presenter?

Each month we will post a new discussion forum in preparation for the upcoming topic to engage in our own social media. You can also save time by clicking "subscribe to this forum" to be notified when a new post has been added.

Mark your calendars now for this year's e-SIG program schedule. The meetings will continue to be held at Everbank from



7:45 – 9 a.m. Join us on the following dates:

- March 10
- April 7
- May 12
- June 9
- July 7
- August 11
- September 8
- October 13
- November 10

We have many exciting topics planned for this year!

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Professional Development, Ronnell Lovings

Awaken the Leader in You: Ten easy steps to developing your leadership skills, by, Sharif Khan

*Printed with permission - Sharif Khan is a professional speaker and author of highly acclaimed, **Psychology of the Hero Soul**, an inspirational book on awakening the Hero within and developing peoples' leadership potential. You can reach him at sharif@herosoul.com or visit www.HeroSoul.com*

"The miracle power that elevates the few is to be found in their industry, application, and perseverance, under the promptings of a brave determined spirit." - Mark Twain

Many motivational experts like to say that leaders are made, not born. I would argue the exact opposite. I believe we are all natural born leaders, but have been deprogrammed along the way. As children, we were natural leaders - curious and humble, always hungry and thirsty for knowledge, with an incredibly vivid imagination; we knew exactly what we wanted, were persistent and determined in getting what we wanted, and had the ability to motivate, inspire, and influence everyone around us to help us in accomplishing our mission. So why is this so difficult to do as adults? What happened?

As children, over time, we got used to hearing, —No," —Don't," and —Can't." —No! Don't do this. Don't do that. You can't do this. You can't do that. No!" Many of our parents told us to keep quiet and not disturb the adults by asking silly questions. This pattern continued into high school with our teachers telling us what we could do and couldn't do and what was possible. Then many of us got hit with the big one institutionalized formal education known as college or university. Unfortunately, the traditional educational

system doesn't teach students how to become leaders; it teaches students how to become polite order takers for the corporate world. Instead of learning to become creative, independent, self-reliant, and think for themselves, most people learn how to obey and intelligently follow rules to keep the corporate machine humming.

Developing the Leader in you to live your highest life, then, requires a process of "unlearning" by self-remembering and self-honoring. Being an effective leader again will require you to be brave and unlock the door to your inner attic, where your childhood dreams lie, going inside to the heart. Based on my over ten years research in the area of human development and leadership, here are ten easy steps you can take to awaken the Leader in you and rekindle your passion for greatness:

1. Humility. Leadership starts with humility. To be a highly successful leader, you must first humble yourself like a little child and be willing to serve others. Nobody wants to follow someone who is arrogant. Be humble as a child always curious, always hungry and thirsty for knowledge. For what is excellence but knowledge plus knowledge plus knowledge - always wanting to better yourself, always improving, always growing.

When you are humble, you become genuinely interested in people because you want to learn from them. And because you want to learn and grow, you will be a far more effective listener, which is the #1 leadership communication tool. When people sense you are genuinely interested in them, and listening to them, they will naturally be interested in you and listen to what you have to say.

2. SWOT Yourself. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats. Although it's a strategic management tool taught at Stanford and Harvard Business Schools and used by large multinationals, it can just as effectively be used in your own professional development as a leader. This is a useful key to gain access to self-knowledge, self-remembering, and self-honoring.

Start by listing all your Strengths including your accomplishments. Then write down all your Weaknesses and what needs to be improved. Make sure to include any doubts, anxieties, fears, and worries that you may have. These are the demons and dragons guarding the door to your inner attic. By bringing them to conscious awareness you can begin to slay them. Then proceed by listing all the Opportunities you see available to you for using your strengths. Finally, write down all the Threats or obstacles that are currently blocking you or that you think you will encounter along the way to achieving your dreams.

3. Follow Your Bliss. Regardless of how busy you are, always take time to do what you love doing. Being an alive and vital

person vitalizes others. When you are pursuing your passions, people around you cannot help but feel impassioned by your presence. This will make you a charismatic leader. Whatever it is that you enjoy doing, be it writing, acting, painting, drawing, photography, sports, reading, dancing, networking, or working on entrepreneurial ventures, set aside time every week, ideally two or three hours a day, to pursue these activities. Believe me, you'll find the time. If you were to video tape yourself for a day, you would be shocked to see how much time goes to waste!

4. Dream Big. If you want to be larger than life, you need a dream that's larger than life. Small dreams won't serve you or anyone else. It takes the same amount of time to dream small than it does to dream big. So be Big and be Bold! Write down your One Biggest Dream. The one that excites you the most. Remember, don't be small and realistic; be bold and unrealistic! Go for the Gold, the Pulitzer, the Nobel, the Oscar, the highest you can possibly achieve in your field. After you've written down your dream, list every single reason why you CAN achieve your dream instead of worrying about why you can't.

5. Vision. Without a vision, we perish. If you can't see yourself winning that award and feel the tears of triumph streaming down your face, it's unlikely you will be able to lead yourself or others to victory. Visualize what it would be like accomplishing your dream. See it, smell it, taste it, hear it, feel it in your gut.

6. Perseverance. Victory belongs to those who want it the most and stay in it the longest. Now that you have a dream, make sure you take consistent action every day. I recommend doing at least 5 things every day that will move you closer to your dream.

7. Honor Your Word. Every time you break your word, you lose power. Successful leaders keep their word and their promises. You can accumulate all the toys and riches in the world, but you only have one reputation in life. Your word is gold. Honor it.

8. Get a Mentor. Find yourself a mentor. Preferably someone who has already achieved a high degree of success in your field. Don't be afraid to ask. You've got nothing to lose. In addition to mentors, take time to study autobiographies of great leaders that you admire. Learn everything you can from their lives and model some of their successful behaviors.

9. Be Yourself. Use your relationships with mentors and your research on great leaders as models or reference points to work from, but never copy or imitate them like a parrot. Everyone has vastly different leadership styles. History books are filled with leaders who are soft-spoken, introverted, and quiet, all the way to the other extreme of being outspoken, extroverted, and loud, and

everything in between. A quiet and simple Gandhi or a soft-spoken peanut farmer named Jimmy Carter, who became president of the United States and won a Nobel Peace Prize, have been just as effective world leaders as a loud and flamboyant Churchill, or the tough leadership style employed by "The Iron Lady," Margaret Thatcher.

I admire Hemingway as a writer. But if I copy Hemingway, I'd be a second or third rate Hemingway, at best, instead of a first rate Sharif. Be yourself, your best self, always competing against yourself and bettering yourself, and you will become a first rate YOU instead of a second rate somebody else.

10. Give. Finally, be a giver. Leaders are givers. By giving, you activate a universal law as sound as gravity: "life gives to the giver, and takes from the taker." The more you give, the more you get. If you want more love, respect, support, and compassion, give love, give respect, give support, and give compassion. Be a mentor to others. Give back to your community. As a leader, the only way to get what you want, is by helping enough people get what they want first. As Sir Winston Churchill once said, —We make a living by what we get, we make a life by what we give." ■

ASTD NEFL Membership

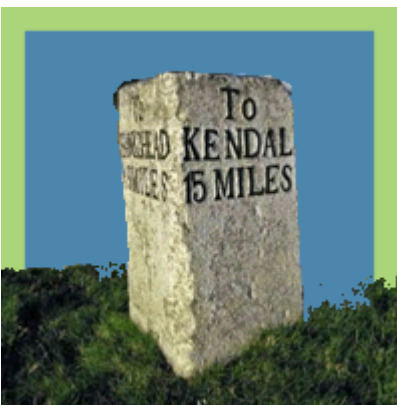
Become a local or national ASTD member, or renew your membership, by clicking here -

<http://www.astdnefl.org/Default.aspx?pageId=143142>

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Member Milestones

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 Ronnell Lovings -
professionaldevelopment@astdnefl.org

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Support Your Chapter

Many hands make light work! Join the Program Committee!

On occasion, we need some assistance with short-term projects regarding our programs. The projects range in topic but recent ones included researching options on venues and meal choices, and reviewing insurance needs. Become part of the solution. Join the Programs Committee and help develop our meetings. You can participate as much or as little as you wish. Contact, Wendy Pope, 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



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 Program Benefits



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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Is your contact information correct on the chapter website?



Having up-to-date information in your profile allows us to maintain contact with you, fill in most of the blanks for you on event and membership registration pages, print accurate name badges when you attend events, and if you are a chapter member, will allow your colleagues to contact you for networking.

Next time you log on to the website, please click "View Profile" in the log-on area. There, you can make any necessary changes in your data and you can also subscribe to or unsubscribe from event reminders and other chapter news. The Membership Directory is only viewable by other members; in your profile, you can control what information is visible in your listing.

You can also enter information for your free listing in the Marketplace. After completing your information, please contact the webmaster to request your listing on the website, webmaster@astdnefl.org.

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