



PRESIDENTS MESSAGE

All,

This will be my last article as President of our ASTD Northeast Florida chapter. I cannot believe this year is already over! I want to especially thank the 2010 Board of Directors for all their hard work and commitment over the past year, you all rock! Next, I would like to thank all the volunteers who stepped up and helped in any way this year. Finally, I would like to thank you, our members, who have supported our chapter over the past year. Together, you have made it a **GREAT** year!

Our chapter's tagline is "*learn, connect, share, grow.*" Throughout the past year, we have made every attempt to give each of our workplace professionals an opportunity to do just that. We took a different approach this year and aligned our programs with the ASTD Competency Model and the nine areas of expertise the model includes.

Our programs team, led by Karen Sistare, hosted 10 development luncheons with topics ranging in "Financial Literacy, Scenario Based Learning, Managing Organization Change, Blended e-Learning; Classroom Facilitation, and Cartoon Basics".

Our eSIG team, led by Desiree Ward, hosted six (6) breakfast seminars and a webinar this year! Topics included: Articulate Studio; Social Media; Power Point, eLearning Café, Favorite Tips, to name a few.

Career Management (CMSIG), led by Marilyn Feldstein, hosted nine career development discussions: *The Difficult Boss; Positioning Yourself; Re-Packaging Yourself/Your Skills; Moving into e-Learning; Debunking Career Management Beliefs; Attention Getting Introductions; Negotiating Salary and Benefits; Behavioral Interviewing and What Managers look for in a T&D Job Seeker.*

The Professional Development team, led by Ida Gropper, hosted three CPLP Awareness discussions, piloted a successful mentoring program that will continue in 2011, and hosted our big event on *Brain Research and Learning* with Dr. Janet Zadina.

Behind the scenes working is our Administrative Staff, led by Paul Stromberg. This team makes sure everyone is checked in at our events and answers all questions that come their way.

Finance, led by Linda Hasselbach, has worked very diligently to ensure all of our financials are in order and stay that way.

PR, led by Rachel Wical, has spent countless hours reviewing the content of each event posted to our site and other media formats, ensuring they are branded correctly for our chapter.

Information Technology, led by Christy Sharpe, has given our website a facelift this year and continues to diligently work behind the scenes to ensure our technology works as it should.

Sponsorships, led by Karon Manning, worked to obtain several different venues to host our events, and the Sponsorships team did a phenomenal job securing sponsors for October's big event.

Membership, led by Jennifer Jamison, worked on new on-boarding practices for new chapter members. Jennifer is always available at our developmental luncheons to officially "pin" our new members. If you have not received your ASTD pin, please look for Jennifer at our next monthly chapter program.

The Member Involvement team, led by Laura Steigelman, is working on several ways to ensure all new members get involved in the Chapter. She works closely with the Board to determine available volunteer opportunities and will begin sharing those opportunities with chapter members. Laura's team hosted our first New Member Orientation prior to our November meeting.

Director-at-Large, Betsy Donnelly, has worked with board VPs on projects with CMSIG and PR.

Finally, your new chapter President for 2011, Sue Raffensperger, has worked closely with me over the last year to ensure a smooth transition for our chapter members.

We've reached out to you via our Annual Survey to get your input on what you would like to see us do more, less, or not all going forward.

Our board is constantly looking for ways to add value to our membership and we were very pleased to be able to offer our Big Event this year at a deeply discounted rate to ASTD Northeast Florida members. Through ongoing partnerships and sponsorships, we have been able to continue offering our chapter members all eSIG and CMSIG events at no charge.

We will continue to work hard to increase the **value** of each member's investment in their chapter membership and we look forward to you seeing the ASTD NEFL chapter as **your** leading resource for workplace learning professionals in Northeast Florida. Thank you for taking the time to learn, connect, share and grow with us this year!

Sincerely,
Derree L. Braswell,
2010 President

UPCOMING EVENTS:

Note about December Events: Due to the 10th Annual Excellence in Employee Development Awards, there will be no ASTD NEFL Monthly Program, eSIG Program, or Career Management SIG Program in order to celebrate the success of colleagues at the Awards Ceremony on December 8, 2010

*****^{10th} **Annual Excellence in Employee Development Awards*******

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

Awards will be presented in the following categories:

- Excellence in Employee Development
- Excellence in Program Design
- Excellence in Learning Partnerships
- Trainer Excellence
- Excellence in Measuring & Evaluating
- Excellence in E-learning
- Excellence in Blended Learning
- Excellence in Leadership Training
- Excellence in Coaching & Mentoring
- Excellence in Program Improvement

10th *Annual Excellence in Employee Development Awards (Continued)*

Key Note Speaker: Teri Yanovitch

Topic: Leadership: Ignite, Inspire, Retrain and Retain your Employees

As a keynote speaker and former seminar leader at the Disney Institute, Teri Yanovitch shared the best practices of customer service developed by the Walt Disney Company with global organizations. For more than a decade, she also facilitated cultural change as an executive with the company that revolutionized total quality management, Philip Crosby Associates. Teri is the co-author of: *Unleashing Excellence – The Complete Guide to Ultimate Customer Service and Retain or Retrain – How to Keep the Good Ones from Leaving*. As an international speaker, trainer and consultant, her firm, helps organizations create a culture of excellence by working with the leadership, processes, and employees.

Program details:

Date: December 8, 2010

Fee: \$59 or a table of eight: \$413 (save \$59)

Registration: 11:00 a.m. – 11:30 a.m.

Program Time: 11:30 a.m. - 1:30 p.m.

Location: UNF University Center

Register by: calling 904.620.4200 or online at www.ce.unf.edu

Contact: Margret Hardy: mhardy@unf.edu or 904-620-4270

*****Sponsorship and exhibitor opportunities are available*****

ASTD NEFL Celebrates Employee Learning Week December 6 - 10, 2010

What is it?

[Employee Learning Week](#) is an opportunity for companies to demonstrate their commitment to workforce development. Use the week to remind employees about all of the learning and development opportunities they can access to better their jobs and their careers

Where is it?

Employee Learning Events can happen anywhere. Hold events in your office, plan a special off-site program, or send highlighted Employee Learning tips during the week.

Why participate?

Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

Who can participate?

All organizations are encouraged to recognize Employee Learning Week by rededicating themselves to employee learning and highlighting its link to organization results.

Prove Your Value - How Are You Celebrating Within Your Organization?

Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results. Employee Learning Week takes place in December each year, but learning is a year-round event!

Last year, many ASTD members showcased their employee learning programs by holding meetings and events, or by sending special communications during Employee Learning Week. Several ASTD chapters participated in the campaign last year by soliciting the enactment of state and local proclamations to recognize the week. Many chapters enlisted community partners, educational institutions, local government officials, and business leaders to participate in the week.

START PLANNING NOW!

To help your organization or group plan for Employee Learning Week 2010, here is background information on the ELW campaign:

- Why is Employee Learning Week important?** By participating in the campaign, you can shine the spotlight on the value of employee learning and the important connection between training and achieving business success.
- Who recognizes Employee Learning Week?** All organizations are encouraged to showcase their employee learning programs during the week, December 6-10, 2010.
- Where** can Employee Learning Week happen? Any location will work. All chapters, groups and/or organizations are welcome to recognize the week in their community by holding an event, special meeting, or sending communications to your members or employees.
- How can I get involved?** Visit the ASTD National [Get Involved](#) page for more information on tips and [best practices!](#)

Be Part of the Employee Learning Week Excitement!

What can I do to recognize it?

Employee Learning Week is the perfect opportunity to focus on your own learning and skills development. Here are a few ideas:

- Attend a course or program that will help you enhance your skills
- Join and become active in a professional organization
- Become a mentor to a colleague in or outside the office
- Learn more about training opportunities in your industry and community

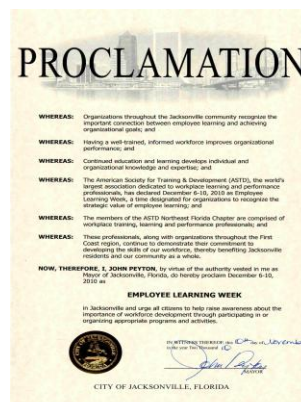
If I am in the learning department, what can my organization do that week? It doesn't have to be complicated or expensive! Here are some ideas:

- Highlight existing learning programs in your organization
- Remind employees about tuition reimbursement benefits
- Hold an education fair or "lunch and learn" to remind employees about training opportunities
- Start an employee learning awards program in your organization
- Send an email to employees each day of the week with a new learning tip
- Involve the CEO or senior executives in recognizing the value learning brings to the organization.

Jacksonville's Mayor John Peyton Issues Learning Week Proclamation

To see the full Proclamation, go to:

<http://www.astdnefl.org/Resources/Documents/Miscellaneous/Employee%20Learning.pdf>



Announcement of 2011 Board of Directors

BOARD ROLE	NOMINEE
President	Sue Raffensperger
Past President	Derree Braswell
President Elect	Ida Gropper
Vice President, Programs	Karen Sistare
Vice President, Finance	Linda Hasselbach
<i>Vice President, Programs – eLearning Special Interest Group (eSIG)</i>	Lynne Orr-Holley
Vice President, Programs – Career Management Special Interest Group (CMSIG)	Marilyn Feldstein
Vice President, Professional Development	Cristina Echeverry
Vice President, Sponsorship	OPEN
Vice President, Public Relations	Bob Zinsser
Vice President, Information Technology	Christy Sharpe
Vice President, Membership	Jennifer Jamison
Vice President, Member Involvement	Laura Steigelman
Director-At-Large	Betsy Donnelly
Director-At-Large	Rachel Wical

****SAVE THE DATE ****

ASTD 2011 International Conference & Exposition

Orlando, Florida, USA

May 22 - 25, 2011

More information:

<http://s36.a2zinc.net/clients/ASTD/ICE11/Public/MainHall.aspx?ID=3772>

RECENT EVENTS

The “Big Event”

The Multiple Pathways Model: Using Brain Research to Orchestrate Learning

What do dendrites, pathways, stress, and breathing exercises have in common? If you answered “the brain”, you attended the chapter’s October Big Event. In an entertaining and engaging presentation, Dr. Janet Zadina shared her research on the workings of the brain and activities that maximize learning and retention. Over 120 members and guests viewed images of dendrites growing as a result of learning and receding due to a lack of practice and retention.

According to evaluation results, this was another value added event for our members. Special thanks to the Big Event committee members and the sponsors who made this event possible.

Three takeaways from this event are:

1. Because experiences (not information) create networks in the brain, give participants the experience first or find a previous experience that relates to the new word or definition, before introducing new terminology.
2. Stress has a negative effect on learning and retention. Deal with stress and anxiety by:
 - a. Doing breathing exercises to stay calm
 - b. Using music, especially Celestial Mozart
3. Exercises to get the brain going
 - a. Stand up and explain (pair participants)
 - b. Group work/discussion
 - c. Singing
 - d. Saying it
 - e. Pattern detection (i.e. puzzles)
 - f. Cooperation exercises - activate the “feel good” reward pathway because the brain is social

What Our Members Say.....

On Becoming CPLP Certified by Darrin Hayes, MA, CPLP

For the past three years I've been interested in completing the CPLP certification; however it wasn't until the Fall of 2009 that I decided it was time to finally “get it done.” While my work in the training field has included classroom training and project management, my primary career focus has been in the e-learning arena. Therefore, working on the CPLP certification has provided an opportunity to expand my knowledge of the training and development field, particularly in the areas of human performance improvement, system analysis, measuring and, evaluating, and facilitating organizational change.

The process has also impacted my perspective on performance interventions, by considering a systems-based view of the organization, one that positions training as one of many possible approaches to problem-solving and performance improvement.

The process for completing the certification was rigorous and took approximately a year for me to complete. It was helpful to hear from others along the way that had successfully completed their certification. I also found it helpful to plan out the process of studying for the certification exam and project

submission as I would any other project. And the ASTD organization provided excellent resources to help with preparation.

Reflecting back on the process, I have found it very satisfying to work on a project with an end result that benefits me personally and professionally.

From a “Thank You” card written to Marilyn Feldstein VP of Programs CMSIG

“Just wanted to thank you for a great SIG Meeting last night. The panelists were terrific – very informative. The ASTD has been such a wonderful organization for me to be involved in. With every meeting I attend, I walk away feeling more confident and empowered. Thanks so much.” Penny

Membership has its Privileges

ASTD is the leading association for workplace learning professionals. There are more than 130 chapters that provide local networking and professional development opportunities for training, human resources, and performance improvement professionals. The ASTD Northeast Florida Chapter offers many benefits for members by providing professional resources to help you stay on top of the latest training topics and trends.

Some highlights of membership include:

- Position referral network
- Access to private online membership directory
- Training Xchange
- Online access to presentation material from past meetings and Special Interest Group (SIG) presentations

Discounted registration fees for Chapter meetings and events – **many are completely free for Chapter Members!**

Online access to professional development information resources

ASTD offers different membership categories so you can choose the one that best fits your needs and interests. To find out more information about what other opportunities and benefits ASTD has to offer, please visit <http://www.astdnefl.org/Default.aspx?pageId=143142>

If you have any questions please contact Paul Stromberg at admin@astdnefl.org or vpmembership@astdnefl.org.

The Power Of 2

Think about the **Power of 2!** Combining your local ASTD membership with an ASTD National membership compounds your training and development resources, thereby enhancing your effectiveness as a training and development professional **and** save some cold, hard cash.

National Memberships or renewals can also be added to Corporate ASTD-NEFL Memberships at the reduced rate of **\$169** each

Become a local or national ASTD member, or renew your membership, by clicking this link – <http://www.astdnefl.org/Default.aspx?pageId=143142>. Questions? Contact Paul Stromberg at admin@astdnefl.org or 551-9000.

ASTD NEFL to Recognize CPLP Members

ASTD Northeast Florida is proud of the accomplishments of its members and will honor members who have obtained the CPLP credential at the Excellence in Employee Development Awards. The awards ceremony will be held at 11:30 a.m. on December 8th at the UNF University Center. CPLP members who have completed the demanding journey toward certification and have been recognized as credentialed professionals in the workplace learning and performance field are listed below.

The process of becoming a credential CPLP indicates not only the member's commitment and dedication to the workforce development profession, but signifies their level of knowledge in the nine areas of expertise contained within the ASTD competency model. Another critical piece of the process is to submit a work sample and a detailed explanation of the theoretical components and practical examples contained in the submission.

For more information about the CPLP Certification process visit www.astdnefl.org "Member Services, CPLP" or contact cplpchairperson@astdnefl.org.

We are pleased to announce that Darrin Hayes, CPLP is the latest ASTD NEFL Chapter member to earn the Certified Professional in Learning and Performance™ (CPLP) credential from the American Society for Training & Development (ASTD) Certification Institute. Earning the CPLP™ credential means that Darrin understands the nine areas of expertise for workplace learning and performance as defined by the ASTD Competency Model™, and can apply this knowledge in the workplace. In general, credentials benefit individuals by providing a roadmap for professional development, enhancing earning potential, and broadening career opportunities. Congratulations, Darrin!

Please join us in congratulating our chapter's CPLPs.

- [Linda Anhalt, CPLP](#)
- [Lisa Fitzsimmons, CPLP](#)
- [Ida Gropper, CPLP](#)
- [Linda Hasselbach, CPLP](#)
- [Julie Simmons, CPLP](#)
- [Darrin Hayes, CPLP](#)



News from National

Congressional Recognition for Employee Learning Week!

Employee Learning Week gained national recognition through a resolution presented by United States Representative Jim Moran of Virginia. Rep. Moran applauded ASTD's efforts in creating a knowledgeable and highly skilled workforce in the resolution, which appeared in the September 28 *Congressional Record*. Visit www.employeelearningweek.org to read the resolution.

Have You Visited thenewsociallearning.com?

Workplace learning professionals are beginning to gather at www.thenewsociallearning.com, the companion website to Tony Bingham's new book, *The New Social Learning*. Visit today to share your experiences and learn how to leverage emerging social technologies for your organization.

Content to Go Provides Easy Access to Learning Resources

Click [here](#) to view this month's free member resource, Content to Go. A wealth of information is just a click away!

[The ASTD Press Room](#) has up-to-date news releases that you are welcome to share on your chapter's website, with your members and local community.