

Perspectives

Dallas Chapter of ASTD

Newsletter

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From the President's Pen

By *Jeff Persaile*

“Get Connected”

Two weeks ago, I received an email from the HR Director from a local well-known organization. She was not a member of Dallas ASTD but had been searching our website and the Consultant Directory and couldn't find what she was looking for. Ever the gentleman willing to help a damsel in distress, I asked what she was hoping to find. Her quest was in search of someone to help the organization as they began their journey toward selecting and implementing an LMS (Learning Management System). I assured her that Dallas ASTD was the right place to look for help and sent a group email requesting help on her behalf. Before I could say, “Behold the answer!” I received not one, but two emails from corporate members who both had experience and were willing to reach out and connect with the HR Director.

Did Dallas ASTD get paid for this? No.

Will the two members get paid? No.

Then why would we go to so much trouble just to help someone who wasn't even a member?

The answer lies in the giving spirit of all our members.

One of the great benefits I hope you have experienced from Dallas ASTD is gaining new connections and new friends that can help you professionally and personally. As members, we should be in the business of helping people in our profession become better connected.

Think about your circle of colleagues. Who would benefit by meeting each other because of a common interest, personality, specialty, or work issues? When we connect others, we all benefit. And you never know when that just might open the door for someone to join the Dallas ASTD Chapter and create even more connections.

Who can you connect this week?

If you have input or ideas regarding our chapter, please contact me at 972 235-0999 or email persaile@ticnet.com. Together we can have a bright 2011.

Sincerely,



Jeff Persaile
 2011 President, Dallas ASTD



MARCH 15, 2011 CHAPTER MEETING

Accelerating Your Development as a Leader

One of the greatest challenges facing managers and learning & development professionals today is finding ways to strengthen the talent pipelines within their organizations. This presentation will discuss five steps that leaders can take to accelerate their development as leaders, and how their managers can provide coaching assistance to support this development. The presentation will also cover the most common pitfalls that managers encounter at each stage of the development process. The presentation is based on Dr. Barner's newest book, *Accelerating Your Development as a Leader* (Pfeiffer/Wiley) which is being released in February, 2011. A copy of the book will be given away as a door prize.

See DallasASTD.org for more details and to register for the meeting

Speaker: Dr. Robert Barner



Dr. Barner has over 25 years of experience as a senior OD/LD executive in a wide range of industry sectors. Currently he holds the position of lecturer and Associate Director within SMU's School of Education and Human Development. Dr. Barner has presented to several international conferences including the International Association of Corporate and Professional Recruitment, The Margaret Chase Smith Center for Public Policy, The National OD Network Conference, the World Future Society, and at national conferences for both ASTD and SHRM. He is the author of five books on team building and leadership, including three foreign language translations, a contributor to several business and academic texts, and has published more than 50 articles in academic and professional journals.

Dallas ASTD LinkedIn Group

As we continually bring new features to Dallas ASTD membership, we would like to introduce to you a resource that builds your training and development contacts in the Dallas Fort Worth area and shares relevant information. The [LinkedIn](#) Dallas ASTD group is a chance to join discussions and to learn and share expertise and experience.

Social Media Contact: Richard Buse at busewrites@aol.com.



Meeting Montage

[Dallas ASTD Meeting Photos on Shutterfly](#)

Monthly Meeting Recaps

ASTD Dallas Chapter Meeting, January 18, 2011

Speaker: Arlene Johnson

What blocks our success for achieving all that we can?

Success Mapping describes how to identify the eight success blockers identified by Arlene Johnson, founder and president of Sinequanon Group, Inc. of Dallas. These blockers can prevent us from achieving all we can. From Arlene’s perspective, she believes in 2011, “showing up and working hard isn’t enough to create success. We must be perceived as adding value to our work and to the lives of others.”



With more than 20 years of experience in executive leadership and change management, Ms. Johnson provided the Dallas ASTD Chapter members at the January meeting with keen insights regarding how to overcome the success blockers for ourselves and our learners. A key to combat the challenges is having intentional thought and practice. An intention statement clearly identifies what you want to achieve and drives your daily focus of actions. Focusing energy on what matters most to you can support seizing goal-relevant opportunities.

A personal strengths inventory is critical for building a Success Map. Strengths provide us with the ability to transform stumbling blocks into stepping stones. Additionally, Arlene encourages everyone seeking success to build collaborative relationships. “Going it alone is a waste of time,” says Ms. Johnson. Being a valuable contributor is recognized within business relationships that are supportive and solve problems.

Being change ready in 2011, begins with an intention statement reflecting we are really ready to change. Arlene Johnson’s book, **Success Mapping, Achieve What You Want ... Right Now!** provides the roadmap and tools for achievement of what is most important to us. Making wise decisions is easier with Arlene’s research, tips, tools and templates that provide a direction for overcoming the blockers to our success and that of our learners. Arlene’s closing words of encouragement were, “Do different to have different.”

www.SuccessMapping.com

Recap submitted by: Dawn C. Foster, CPLP at Foster Performance, Inc, dawndcfoster@aol.com

Continued on next page



RECAPS continued

ASTD Dallas Chapter Meeting, February 15, 2011

Speaker: Sean Stevens,



Accelerating the Development of Your Best Leaders

How do you develop the leadership talent your organization needs to sustain success? How do you identify individuals capable of becoming senior level leaders? How do you rank those individuals? How do you prepare them for future opportunities?

Sean Stevens, Ph.D, Director, Leadership Development and Succession Planning for JC Penney, addressed those concerns at the February Dallas ASTD Dinner Meeting: *Building Better Bench Strength: Best Practices in Succession Planning*.

Prior to joining JC Penney, Stevens served in a similar capacity with Johnson & Johnson. He also worked with Alcon Laboratories. As Stevens said, every organization faces different industry concerns, every organization has a unique internal culture, every organization approaches succession planning concerns somewhat differently.

At Johnson & Johnson, Stevens said much of the planning for future leadership was driven by discussions among current leaders. JC Penney focuses more on evaluating available data whereas succession planning needs to recognize those differences. The following four risks must be acknowledged:

- **Vacancy Risk:** Will a position open up with no logical successor?
- **Readiness Risk:** Will individuals determined to have high potential be ready when opportunities arise?
- **Transition Risk:** When individuals get named to new positions, will they be able to establish themselves as effective leaders?
- **Portfolio Risk:** Does the pool of high potential candidates contain enough individuals with the necessary skills to step into anticipated openings?

Every organization needs to consider cultural factors when addressing those risks. As a general framework, Stevens suggested the following 10 elements were offered for inclusion in succession planning:

- Senior Management Commitment
- Objectives or Goals
- Common definitions/Consistent standards
- Standard profile of information
- Clear process steps and timeframe
- Method of comparison/evaluation
- Forums with the right dialogue
- Repository of decisions and successors
- Link to development
- Method of evaluation and/or progress.

Sean Stevens was terrific. His program was very informative and current.

The topic really ties in well with next month's topic: Accelerating Your Development as a Leader.

Recap submitted by Richard Buse Busewrites@sbcglobal.net

I appreciated his real life examples from companies he worked for.

Sean is so personable, he makes you feel like he's conversing with a friend.

Mark your calendars!

Upcoming Monthly Meetings Dates, Topics, and Speakers

Our monthly meeting programs are now booked through September 2011.

Tuesday, March 15--monthly dinner meeting

Accelerating Your Development as a Leader with Dr. Robert Barner, SMU

Location of meeting: Omni Hotel Dallas at Park West, 1590 LBJ Freeway, Dallas 75201

Tuesday, April 19--monthly lunch meeting plus workshop on Wednesday, April 20

Political Savvy with Holly Peck, Peck and Associates

More details coming soon at DallasASTD.org.

Tuesday, May 17--monthly dinner meeting

Employee Engagement with Barb Ashbaugh, Trade Secrets

Tuesday, June 21--monthly dinner meeting

Building a Case for Training with Rick Robinson, SDI

Tuesday, July 19--monthly lunch meeting

Surviving the LMS with Keith Meyerson, Neiman Marcus

Tuesday, August 9 Southwest Learning Summit in lieu of our normal monthly meeting.

[See the announcement below.](#)

Tuesday, September 20--monthly dinner meeting

Virtual Design and Facilitation with Jennifer Hoffman, InSync Training

Make your plans now to attend these events--more details will be coming soon. Visit the Dallas ASTD website www.dallasastd.org or call the Dallas Chapter office at 972/755-0956 for updated information.



SAVE THE DATE!

ASTD Southwest Learning Summit

DATE: Tuesday, **August 9, 2011**
TIME: 8:00 AM – 5:00 PM
LOCATION: Plano Centre
2000 E. Spring Creek Parkway
Plano, TX 75074

Don't miss the **2011 Dallas ASTD Southwest Learning Summit and Exposition:**

- Over **200 attendees**
- Two **keynote speakers**
- **4 topic tracks**, including sales training and leadership development
- 20+ **exhibitors**



Top Five Employer Recognition Best Practices

Razor Suleman

Engaged employees are a company's greatest asset and the source of growth and results. Treating them like the valuable assets they are is in any company's best interest. Engagement is a competitive tool for employers to motivate and retain their top performers. While a pay check is simply compensation for the job an employee was hired to do, recognition points out the value they bring to the company. Recognition is what employees require to remain engaged and productive in the workplace.



Creating a culture of recognition results in less turnover, increased productivity, happier employees, and ultimately, happier customers. The five employee recognition best practices to live by:

Be immediate. To ensure that positive behaviors are repeated, recognition needs to be given in a timely way when desired results are achieved. If managers miss opportunities to recognize employees when that recognition is deserved it does not increase employee motivation or the chance of the performance being repeated or exceeded.

Be specific. Acknowledging specific contributions encourages employees to continuously work towards overall goals. When providing recognition, you should ensure that your employees know that you saw what they did and provide context about why it was important.

Do it often. It's been studied and proven (by Gallup) that a key variable in employee productivity and engagement is whether or not employees are recognized for doing great work by their direct managers every seven days.

Be sincere and make it meaningful. Provide recognition that you know an employee will value. Deliver it in a personal manner. Impersonal recognition can do more harm to the relationship than not recognizing an employee at all.

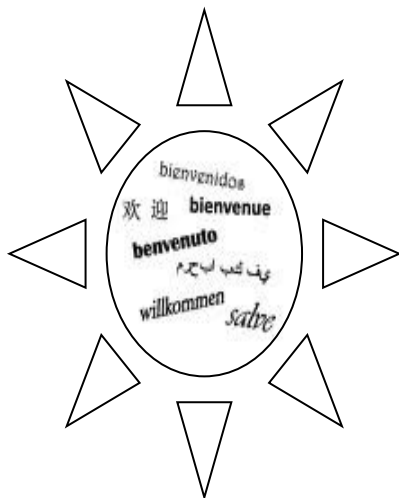
Reward. A reward is a memorable thank you, especially if it's something an employee actually wants. Solicit feedback about what the most effective motivators are for your employees rather than giving a gift card to a generic store they don't shop at or a traditional year of service item. The reward will hold more value and go a long way to advocate high performance in the future.

Recognition will become entrenched in an organizational culture if it's consistent and formal. Moments of authentic and meaningful recognition resonate with workers of any generation and in any industry. As the economy begins to improve, the war for talent is going to start, the availability of jobs will increase, and passive job seekers will become active ones. Now is the time to jump on the engagement train, before employees jump ship.

Razor Suleman is the CEO and Founder of I Love Rewards, an employee recognition solution that helps companies recognize brilliant performance and empowers employees to choose their own rewards. Unlike traditional service award programs, I Love Rewards creates authentic moments of recognition that resonate with workers of every generation. Find us on the web at www.iloverewards.com.

Welcome New/Re-Newing Members!
 Please join us in welcoming our new members,
 as well as those who have renewed their membership.

NEW	
ADYNA	AKINS
CHRISTMAS	DAVILA
JOHN	DeARMENT
BEN	EHRENBERG
ANTONIO	FERNANDEZ-VINAS
JASON	FRANZEN
JOHN	FYNN
FATIMA	GONCALVES-WELIVER
CAYE-ELLEN	KELLEY
RUSSELL	LABRUYERE
JENNIFER	MCDONOUGH
SHEEZA	MOHSIN-DHANANI
TAMERA	RANNEY
GENNEA	SQUIRE DE TORRES



[Membership Benefits and Information](#)

RE-NEWING	
ANGELLEE	ALLEN
BILL	BANCROFT
JIM	BONFIGLIO
STEPHEN	BOOHER
BECKY	BURKETT
ANDREA	CANNATA
DWIGHT	DAVIS
ROY	DAVIS
LAUREN	DYKES
REBECCA	FRITZSON
CLARK	HISE
JERRETTA	KIRBY
KENDRA	LIDDELL
SUE	MILLER
PRISCILA	MONTANA
KATHY	MURPHY
SUE	MURRAY
LAURA	ROBINSON
NENA	SHIMP
MARGO	STANDLEY
KYLE	STEADHAM
MELANIE	THORPE
BARBARA	WALTERS
KAREN	WATSON
BOB	WILCOX

Chapter Incentive Program (ChIP)

- Offers discounts to local chapter members purchasing at the national ASTD Store
- Is a revenue-sharing program that offers chapters an opportunity to earn additional revenue when members make purchases



Dallas ASTD ChIP code

CH7017

Let's All Go! The International ASTD Conference & Exposition (ICE)!

Special Group Rate for Dallas ASTD members

Have you ever been to **ICE**?

It's a multiple day conference with 9 learning tracks and over 250 educational sessions.

It's a place where workplace learning practitioners from all over the US and the world come to learn, grow, browse over 300 exhibitors, and connect with others.

This year's conference is May 22–25 in Orlando, Florida. The theme is “learning to LEAD”.
You can check it out at www.astd.org.

With 5 or more Dallas ASTD registrations, you receive the discounted group rate of \$1000 for the full conference.

(We already have 2 enrolled.)

How to register: Call the Dallas ASTD office at 972. 755. 0956 to provide your registration and payment information.

Hurry!!! The rates increase March 31, so register now!

CPLP 2011

The ASTD Certification Institute's Certified Professional in Learning and Performance Certification (CPLP) equips you with the tools to be the best in the field and lets employers know that you have real world, practical expertise that can be readily applied to the current work environment. CPLP gives you the capability, credibility and confidence to be a high performing contributor in your organization. Be one of the best

Become a CPLP!

The CPLP Competency Model can be viewed [here](#) on the National ASTD website.

JobNet to the Rescue

One of Dallas ASTD Chapter's member benefits is [JobNet](#)

Seeking a new career opportunity?
JobNet is free to all members.

[Job Posting Service](#) is available to both member and non-member organizations.

Dallas ASTD Chapter also hosts an hour-long monthly meeting for members looking for career opportunities. We share information on open positions, update and review resumes, learn new ways to market your skills, practice your interviewing skills, and network with others.

Visit www.dallasastd.org for the time and location for the next JobNet meeting.

Tom Labadie, V.P. Professional Development

What does Brad Pitt and the Trojans have to do with Training Innovation? Part II

"Business has only two functions - marketing and innovation."
Peter F. Drucker

"The ground zero of innovation was not the microscope. It was the conference table. The most productive tool for generating good ideas remains a circle of humans at a table, talking shop." **Steven Johnson**

If you missed part one (in the [Jan/Feb Perspectives](#)) you'll probably scratch your head and wonder what this title is all about. Hopefully the curiosity factor will draw you back to that article to give you the foundation for this one and to help you understand why innovation in training is more critical now than ever before. Go to the [Jan/Feb Perspectives](#) to read the first part and then come back...quickly.

Okay, we've set the stage and looked at the first three of six innovation myths that have hindered us in this important business strategy as we move into a 'new economy'. We are working with less of the old resources (time and money) and now must show even better outcomes than ever before.

HOW? Innovate! Here are the other three of the six myths that we began reviewing in January.

Fear Forces Breakthroughs?!

There's a misguided notion that fear or sadness somehow spur creativity. Even some of the psychological literature suggests that the incidence of depression is higher in creative writers and artists. Not so in the business arena! What sounds like an intriguing theory is a fallacy.

In the extensive research by Teresa Amabile and her team, creativity is positively associated with joy and love and negatively associated with anger, fear, and anxiety. The entries show that people are happiest when they come up with a creative idea, but they're more likely to have a breakthrough if they were happy the day before. There's a virtuous cycle that grows from day to day.

When people are excited about their work, there's a better chance that they'll make a cognitive association that incubates overnight and shows up as a creative idea the next day. One day's happiness often predicts the next day's creativity.

Competition Beats Collaboration?!

Many people believe, particularly in the finance and high-tech industries, that internal competition fosters innovation. But, in the surveys, creative thinking and innovation slide downward when people in a work group compete instead of collaborate.

The most creative teams are those that have the confidence to share and debate ideas. When people compete for recognition, they stop sharing information. They tend to take on a 'hoarding

or protective' mentality. That action is very destructive because nobody in an organization has all of the information required to put all the pieces of the puzzle together.

When the lives of the great inventors or scientists are studied we find they were consistently at the laboratory bench or coffee table discussing, arguing and openly master-minding their challenges. Therein was a great key to the final successful outcome even when attributed to just one person.

A Lean Organization Is a Creative Organization?!

Often the marketing or PR departments believe (or talk like they believe) that downsizing and restructuring actually foster creativity. In a letter to shareholders from a major U.S. software company they convey: *"A downsizing such as this one is always difficult for employees, but out of tough times can come strength, creativity, and teamwork."*

Of course, the opposite is true: Creativity suffers greatly during a downsizing. But it's even worse than many realize. Analyzing a 6,000-person division in a global electronics company during the entire course of a 25% downsizing showed the real cost. This restructuring took an agonizing 18 months. During that time every single one of the stimulants to creativity in the work environment went down significantly.

Anticipation of the downsizing was even worse than the downsizing itself -- people's fear of the unknown led them to disengage from the work. More troubling was the fact that even five months after the downsizing, creative thinking and innovation was still down significantly.

Unfortunately, downsizing will remain a fact of life, especially in the 'new economy'. Leaders need to focus on those key strategies that are impacting ROI both immediate and long term. Communication and collaboration usually decline significantly. So too does people's sense of freedom and autonomy. All of these are killers when it comes to innovation.

In our next article we'll look at some examples of radical innovation and the resulting positive transformation that can come from it. By the way, the name of the Trojan horse was Sea Biscuit. You'll learn why in the next article.

***About the Author:** George Hendley helps organizations attract, develop and retain their leaders of tomorrow. He is an award winning mentor and has been a Diamond level distributor for Inscape Publishing. He is an executive coach, consultant and author.*
Contact George at 972.234.4377;
GeorgeHendley1950@gmail.com.



Professional Mastery Meetings (PM²)

PM²: Pre-meeting Dinner Meetings only

Date: Third Tuesday of each month (Dinner meetings only)

Time: 4:30 - 5:30 PM

Topics: Nine areas of CPLP expertise
Designing Learning, Delivering Learning, Human Performance Improvement, Measuring & Evaluating, Facilitating Organizational Change, Managing the Learning Function, Coaching, Managing Organizational Knowledge, Career Planning & Talent Management.

Leader: To be announced

Las Colinas Dallas Area Retail Trainers (DART)

Date: First Thursday of each month

Thursday, March 3, 2011

8:00 am – 9:00 am

Le Madeleine – Addison

Corner of Beltline and Montfort

Topics: Developing Trainers in the Retail Industry

Congress just passed a law...

Are you finding yourself spending a lot of time creating and implementing training related to the seemingly endless stream of new laws, regulations and court cases? In a retail world, keeping our management teams and associates updated on the latest in legal compliance can be a challenge.

Let's talk about what we're facing and how we're resolving at our next Dallas Area Retail Training leaders breakfast forum!

Dallas Area Retail Trainers (DART) is an informal gathering of training leaders actively involved in the retail, restaurant or front line service industries. For more information, please contact Brian Jansen at 972-409-1758 or jansenb@michaels.com

Plano/Richardson

—now a breakfast meeting

Date: Friday, February 25, 2010

Time: 7:00 AM to 8:30 AM

Host: Heather Carlile and Bob Livingston

La Madeleine

520 West 15th Street

Plano, TX 75075

972-398-3003

Topic: How to Ensure Management's Support

To be successful in the field of workplace learning and development is to build productive relationships with managers that are connected to courses and projects you are working on. We will discuss the strategies and tactics about how to build a strong working relationship and gain management support. Bring your ideas and stories to share with each other.

Please RSVP to: heatherc@heathercarlile.com or bob@narrativelearning.com

Addison/North Tollway

Date: Second Friday of each month in 2011

February 11th, March 11, April 8th, May 13th, June 10th

Time: 11:30 AM to 1:00 PM

Topics: Brown Bag Lunch and Discussions

Leader: Mary Anne (Wihbey) Davis

Maryanne@ppstrainer.com

www.PeakPerformanceSolutions.com

Dallas ASTD Member Spotlight

Debra Gann: Managing Director—Learning and Performance Solutions



How did you get started in T & D?

I have a degree in education, but it was over 25 years ago, I worked for a small Mortgage Lending Software company and was introduced to Instructional Design for financial institutions and course content development.

Which of the 9 Areas of Expertise for CPLP would you consider to be your strengths? I have expertise in the majority of areas, more specifically Custom Blended Learning Solutions (instructor led, elearning and multimedia based learning).

*Designing Learning
Delivering Learning
Human Performance Improvement
Facilitating Organizational Change
Managing the Learning Function
Career Planning & Talent Management*

What business book have you read most recently?

What did you think of it? Talent is Overrated – What Really Separates World-Class Performers from Everybody Else by Geoff Colvin

Interesting approach to excelling performance. The author discusses his perception of the mystery of high performance. What really makes all the difference is a highly specific kind of effort that few of us pursue. He discusses that it is all about “Deliberate Practice” not just hard work.

What is the greatest long-term change you have seen in T & D throughout your career? Short-term? Companies and hiring managers are more focused than ever on Organizational Design and Training. Though many organizations face unplanned or unexpected change, it is the implementation of planned change that is most crucial for the success of any organization today. In order to meet continuous demands of the market, organizations typically turn to organizational development and training.

Who in the profession have you considered to be a mentor and why?

Delta Emerson, SPHR, VP, Chief Officer, Organizational Development, Ryan. I have known Delta for over 25 years. She is always available to assist and take my

calls. She is continually learning and improving. She is positive and motivational and extremely smart and a wonderful wife and mother as well. I love being around her and I get such great energy from her. <http://www.ryanco.ca/Delta-Emerson-142916.aspx>.

What has been the key to your success?

My passion for helping and training others and incorporating technology in that process. Training (especially blended learning solutions) has been a passion since before I was out of school in the early days. I received a BSEd degree from Texas Tech University and the rest is history. I have been fortunate to work with several large firms as well as over 5 start-ups – mainly in the training and performance improvement and talent management arenas. I tend to gravitate to leadership and management roles and have enjoyed this path.

How long have you been a member of Dallas ASTD?

Previously over 10 years but more recently approximately 2 years.

What advice would you give to someone just starting their career in T & D?

- 1. Training is a people business.** You really must enjoy working with people. Your work day revolves around assisting and improving skills and performance for others .
- 2. You need to be flexible.** Training is a constantly changing industry and you must be ready for new innovative changes (from new forms of training and technology to new ways of approaching development and delivery.)
- 3. Be prepared for some instability.** Throughout the many years in this industry, I have experienced upsizing and downsizing – so be prepared to see some ebbs and flows.
- 4. Always be continuously learning.** Learn as much as you can about the Learning & Development industry and stay on the leading edge. Become a Subject Matter Expert in the learning & development arena – find an area that you are good at and focus on that specialty (ie, elearning, Learning Management Systems, ROI and Evaluations, etc).

Dallas Chapter Volunteer Opportunities

GOT TALENT?/ WANT EXPERIENCE?

Southwest Learning Summit

Fiona Hunter at (972) 333-8849 fionajhunter@sbcglobal.net: There are a variety of opportunities still available to get involved with planning for the 2011 ASTD SWLS on August 9, 2011. There are teams focused on the exhibitor hall, presenters, communications and marketing. For more information on roles, responsibilities and time commitments, please review the list on the [Dallas ASTD website](#), or call Fiona Hunter for more information.



Programs Committee

Scott Harris (469)-223-8893 scottdallas@yahoo.com: Assist in finding speakers at meetings, host speakers at meetings, etc.

Communication Committee

Betty Viguet (972) 871-5815 betty_viguet@administaff.com: Write articles, edit newsletters, social media coordination – (LinkedIn – Richard Buse (972) 937-3973 busewrites@aol.com)



Marketing Activities

James Webb (972) 580-4301 jwebb1@zalecorp.com:

Workshop Planning and Logistics

Tom Labadie (214) 316-8456 tomlabadie@edutrain.us: Assist in finding speakers for events and hosting the events.



Membership Committee



Jim Davidson (469) 467-2897 jdavidson@optimance.com: The goal of this committee is to RE-TAIN members and to ATTRACT members from different sectors of the community so that we can host meetings that meet the members needs, offer workshops for the various constituents, and foster communication and support for all members.

If you are interested, talk to a [Leadership Team Member](#), check the [website](#), call Chapter Headquarters at 972-755-0956 or email info@dallasastd.org

Around the State

If you're going to be traveling in Texas, click the cities below to find out what other chapters have going on. You might even want to visit a meeting or workshop!



..and in National ASTD News

Your National ASTD Membership

ASTD Events in Texas

Our ASTD Education classes are filling up fast! Our programs offer hands-on, practical tools and methods that can be applied on the job immediately. We consistently achieve a high satisfaction rating from participants, so you can be confident that you are making a wise investment.

[Come join us today before all spaces are filled up!](#)

About ASTD

ASTD is a world leading organization focused on the promotion and advancement of workplace learning and performance.

Incorporated in 1980, Dallas ASTD has over 400 members with a variety of backgrounds, including external consultants, people considering entering the field, Training Managers and Specialists, and many other positions. Member companies include non-profits, government, small, for-profit companies and Fortune 500 organizations.

We invite you to join the organization exclusively dedicated to meeting the needs of training and human resource development professionals!

Detectives Wanted!

Calling all Learning & Development Detectives! The Dallas Chapter of ASTD needs your help!

We are looking for the **Best Place(s) to Learn in the D-FW Metroplex**. The award will be presented at the monthly chapter meeting on Tuesday, December 6. The winning team will then be invited to present the program at the February 2012 Chapter meeting.

Who/what is a Best Place to Learn? It's an organization that values employee learning and development to such a high degree that it is part of the corporate culture; that consistently links learning to its business objectives and results; that strives to improve with constant innovation in methods and practices; and that can tell its story effectively to a wide audience.

We want to make 2011 the biggest year ever for Best Place to Learn. To do that, we need organizations who apply and to find those organizations we need detectives – YOU! You probably know of one or more companies who can truly be called Learning Organizations based on the criteria above. You may even work in one. So please help us get the word out and make the L & D community aware of our initiative.

Best Place to Learn applications and nomination forms (for organizations other than the one you work in) will be available soon. The selection team is on board and about to go to work. We will be reminding you in this space and at meetings about the award. We're asking you to help us by:

- Keeping your eyes and ears open for potential candidates.
- Talking to people you know and sharing information.
- Giving the selection team contact information for those potential candidates.

Watch this space for details, and thanks for your help!

Dee Dick, Director

Dallas Chapter of ASTD

Interim Chair, BPL Selection Team

~~~~~ Et Cetera ~~~~~

[ASTD Fort Worth /Mid-Cities](#)

What's This Project Going to Cost? Is It Worth It?

March 3, 2011 Monthly Meeting

Lonnie Harmon presents:

Ever wonder what a training project should cost? Is it ever cost effective to use outside consultants? How do you show the project will be worth the cost? This program will answer those and many other business management questions, transparently and frankly.

[ASTD Houston](#)

The Value of Learning

Tuesday, March 22, 2011 Monthly Lunch Meeting

Candice Lanier Presents:

Learn how speed, cost reduction and impact define the new L&D agenda. Gain practical insights on how to work with company executives to deliver on the imperative to prove business impact. Click [here](#) for more details and to register.

CALLING ALL MEMBERS to **Share It**

Dallas ASTD is about networking and learning from one another. We want our newsletter to represent its members. We want to hear from you - we want you to tell us about the tools and techniques that work and don't work for you, your company, and your industry. Share It!

Been there, done that? So Share It!! You might keep someone from going down that path. Found a cool idea – Share It!

So... ideas for sharing

- ☞ Company doing something innovative and can be shared?
- ☞ You have mastered a tool or technique?
- ☞ Interviewed someone whose ideas you admired?
- ☞ Saw an article that captured your attention/imagination?
- ☞ Read any good books lately?
- ☞ How are your community service projects going?

These types of activities – when shared - *might* motivate, inspire, encourage, lift up, & help others.

Shoot us an email, drop us line, or give us a call. You will never know if you might learn from others as they can learn from you!!!

JUST
Share It

For further information, contact Betty Viguet, VP Communications
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