

Perspectives

Dallas Chapter of ASTD

Newsletter

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From the President's Pen

Backwards & Forwards

During November and December I find myself looking back over what there is to be thankful for and looking forward to what will soon be coming after the first of the year. As I consider our Dallas ASTD Chapter, there is much to be appreciated.

Backwards

I'm thankful for:

- Our annual Southwest Learning Summit was a huge success in multiple ways.
- We offer a new Corporate Membership option with several key advantages.
- A new website is up and running that offers online registration and payment for our events.
- We have a new administrative support partnership with Madeleine Crouch & Co. You'll probably never see their staff, but they are working behind the scenes to make this a better chapter.
- Our membership is growing and expanding to include more local organizations that bring new experience and expertise to share with other members. The sharing among members is incredible.
- The wonderful and talented Leadership Team I was able to work with in 2011.

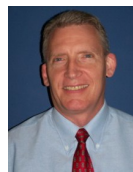
Forwards

Going forward in 2012, I'm looking forward to:

- New plans and ideas are already under way to make Southwest Learning Summit 2012 better than ever.
- Expanding our membership and member benefits even further.
- Web site enhancements to provide more of what our members want and need to benefit from their membership.
- A new Leadership Team blending a range of experience with fresh faces and fresh ideas to provide more benefits for more of our members.
- More volunteer opportunities for members. In 2012 there will be more opportunities than ever before for members to help with meeting registration, conference planning, creating new member benefits, assisting for an hour, a day, on a project, or on an ongoing team.

Thank you all for being a member of Dallas ASTD. We appreciate you and look forward to an exciting 2012 together.

Sincerely,



JP
Jeff Persaille
2011 President

CHAPTER MEETING

Tuesday, December 6, 2011

Celebrations

How are YOU going to celebrate National Employee Learning Week?

We hope your celebration includes Dallas ASTD's December meeting Tuesday, December 6.

Our new meeting venue:

Double Tree Hotel in Campbell Centre

8250 North Central Expressway

(between Caruth Haven and Northwest Highway)

Why not bring your boss? Or if you are the boss, bring a team member – or your whole team!

This meeting is all about YOU, our members.

Our hard-working volunteers will be recognized and thanked.

Your new Leadership Team will be installed.

The Best Place to Learn in Dallas will be honored.

and that's just for starters!

NETWORKING!!!

You can network with other members on topics relevant to you and your team.

Topics are based on your, our members', feedback.

2010 December Networking Meeting



VISIT THE NEW DALLAS ASTD CHAPTER NEWSLETTER

www.dallasastd.org

Dallas ASTD



The **Leader** in workplace learning and performance

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- HOME
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- ▶ SOUTHWEST LEARNING SUMMIT
- ▶ MEMBERSHIP
- ▶ NEWS YOU CAN USE
- ▶ CHAPTER INFO
- ▶ JOBNET
- CONTACT US

Welcome to the Dallas ASTD Chapter Website.

About Dallas ASTD

Dallas ASTD is the local chapter of the international ASTD professional association. ASTD is the 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 corporate directors, training managers, instructional designers, delivery facilitators, OD specialists, e-learning specialists, external

UPCOMING EVENTS

Chapter Meeting: Best Practices and Networking

06 Dec 2011 6:00 PM • Double Tree Campbell Centre, 8250 North Central Expressway (Northwest Highway Exit) 214-691-8700

RECENT JOBNET POSTING

Internet | Protected Mode: On

SPECIAL OFFERING for CHAPTER MEMBERS

ASTD Members Receive 20% off Lumina Learning Dallas Area Certification!



ASTD and Lumina Learning have teamed up to provide ASTD members a 20% discount on the upcoming Lumina Spark certificate program held in Dallas, TX on January 12-13, 2012. This unique certification has been designed specifically for experienced consultants and trainers, therefore the agenda has been designed to maximize your time and lower your cost investment.

Click on the link for complete information and registration: <http://conta.cc/uKCFoH>

Lumina Learning US Open Webinar

Like to know more about Lumina? Attend our US Open Webinar on December 16th, 10:00-11:30am Central Time. Find out how the most up to date assessments designed specifically for consultant or client use in the new world of business identifies the unique strengths of individuals, teams and leaders. Discover why there is nothing else like it on the market and how the business model works FOR your business!

Click here to register: <http://conta.cc/vCAvLf>

SPEAKING OPPORTUNITIES

Would you or someone you know like to speak for Dallas ASTD?

Current Speaking Needs

We are currently looking for speakers for the following topics:

- Cloud Computing
- Designing Virtual Teams
- Social Media Impact on Training
- YouTube Training Practices
- Free Training and Development Resources
- Best Practices on ROI

About our Audience

Dallas ASTD is comprised of a wide range of training professionals. Members include Trainers, Training Managers and Directors, HR professionals, Leadership and Organizational Development Professionals as well as Chief Learning Officers and consultants. We average 50 to 80 participants per meeting with attendance from large and small corporations from a vast array of industries.

About our Meetings

Meetings are held on the third Tuesday of every month except in November and December. Meetings are primarily dinner events; however, include lunch meetings periodically throughout the year.

About our Speakers

Speakers should be dynamic, experienced, engaging and interactive. Many speakers have been authors, other training professionals, industry experts.

About our Topics

Speakers with a specific focus in training related topics, emerging training technologies or best practices do well with our audience. We look for a diverse range of topics throughout the year to include fundamental training topics, personal development or a broad range of training skills.

About our Presentation Opportunities

We offer several opportunities throughout the year to speak with our audience. We have 10 Chapter meetings annually as well as the Southwest Learning Summit in August. Speakers are also selected for workshops, personal development and other special events.

About our Process

Speakers for Chapter Meetings are selected in November for the following year by the Programs Committee. Committee members review all RFP's and select speakers and topics that best fit our audience. The committee then forwards all requests with additional resources to the Professional Development Committee as well as the Southwest Learning Summit Committee, where more than 12 additional speakers may be determined.

Submitting a Request

If you or someone you know would like to speak at Dallas ASTD, please download the [Request for Presentation \(RFP\)](#) and submit it to the [VP of Programs](#).

[Check out our new chapter website.](#)

Why eLearning?

By Rebecca Fritzson, TXU Energy Learning & Development

I've been asked this question many times over the years. The follow-up question is usually something like "Isn't instructor-led training always a better way to teach?" My answer is almost always "it depends..."

That may not seem like much of an answer, but the reality is that the comparison of eLearning to instructor-led effectiveness really does depend on a lot of different factors. The best place to start is to understand the type of information presented, the student population, and the goals for the session. Listed below are three common scenarios. What delivery method would you choose?

1. Short, informational session where there is a known message presented with little discussion, interaction, or variation.
2. Pre-activity session to give students an overview of the objective of an upcoming individual activity and the tools they will have available to complete it.
3. Session where the desire is for a highly interactive session with topics centered on the decision points of a process or methodology. Since these decision points rely on judgment, student discussions of the best approaches for specific scenarios are a key focus for the class.

Let's look at scenario one first. Assuming the message is not a high-stakes, emotional issue, this situation works well for eLearning. Since there's no discussion or interaction required, participants could view the training from their desk and see the exact same message, no matter their location. Scheduling participants becomes easier because there is no need to ensure groups of employees are scheduled off the phones for classroom training. As a last benefit, sessions are usually shorter because the information is explained clearly and concisely.

In scenario two, the answer depends on how familiar the students are with the tools. If you anticipate lots of questions because this is the first time they have done this type of activity, then instructor-led training is the better choice. If the students are familiar with the system and the type of activity and just need the parameters for the current exercise, eLearning can be a great way to explain the intent and objectives. The other advantage eLearning brings in this scenario is that students could be assigned the module and complete the activity on their own time, rather than taking up valuable class time to do this. The ability for groups to learn asynchronously (not at the same time) can make scheduling easier and improve new hire experiences for individually hired employees.

The last scenario is a perfect example of when instructor-led training is the most appropriate delivery method. Whenever the primary goal of a session is to foster discussion, help participants see alternate views, or evaluate the judgments made in specific situations (whether through role play, group activities or simulations) you'll probably want to choose instructor-led training. Synchronous learning (at the same time) can be a great experience for both the students and the instructors when the class is structured to take advantage of the group's opinions, ideas and experiences.

In each of these scenarios, the right delivery method really does depend on many different factors. eLearning can be a great tool to add to your toolbox, as long as you use the tool appropriately. Just as you choose a hammer for a nail and a screwdriver for a screw, you'll want to choose the right training tool for the right application.



Rebecca Fritzson has been in learning and development for almost 20 years. She has helped organization move to consultative selling, improve knowledge management, reengineer new hire programs, and implement Learning Management Systems. She is currently with TXU Energy, where she is responsible for their operational training for new hires and existing employees. Her experience in profit center management, performance improvement and blended learning solutions has helped multiple organizations transform their learning and development organizations.

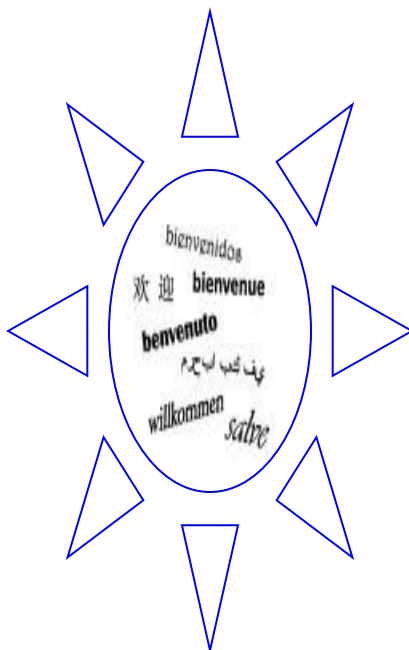
Welcome
New and Re-Renewing Members!
Aug 25—Oct 21
Please join us in welcoming our new members, as well as those who have renewed their membership.

NEW

- ALICE ACOSTA
- IAN BAKER
- LINDSEY BALCH
- MATT BARRETT
- WANUKA BARRETT
- DEBBIE BENITA
- JON BRIGGS
- SUZANNE CARROLL-SPUZILLO
- CHRISTOPHER DEAL
- IDIA EDOKPAYI
- DAVE HOLMES
- SHANNON HOOKER
- LAVERNE HOPSON
- GONI KARAMUCO
- EDNA KAVUMA
- JAMES LEACH
- DAVID LEWIS
- ROB MAYES
- COURTNEY MILLER
- CHRISTA MOORE
- GLORIA NATIVIDAD
- EMILY NEAL
- COREY PELLET
- RON PRINCE
- DON RECTOR
- RACHAEL ROBERTSON
- PAT SHAUNESSY
- BRITTNEY VAUGHN
- LAURIE YOUNG

RE-NEWING

- DEBORAH ALLEN
- CATHERINE BRAMER
- DONALD BROWN
- RICHARD BUSE
- DONNA BYRD
- JOHN CASILLAS
- PAM CERNY
- JIM DAVIDSON
- SHARON DORSEY
- JENNIFER FICKEL
- SANDY FINOTTI
- TERESA HANSARD
- AMY HARDIN
- AMIE LAY
- MARGARET MARTINEZ
- KAREN MORRISS
- DANIEL MULLER
- DELANE OLIN
- CHRISTINE PALAZZI
- SUZANNE ROBERTSON
- RICK ROBINSON
- BEA RODRIGUEZ
- JANI ROGERS, CPLP
- MIKE SCHELLEN, CPLP
- JAMIE SMITH
- ALI STALAROW
- MARY STALL
- MARGO STANDLEY
- DIANA THOMAS, CPLP



[Membership Benefits and Information](#)





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

2012 LEADERSHIP TEAM

President – Mike Schellen
President Elect – Scott Harris
Past President – Jeff Persaile
Director – Janet Kafka
Director – Keith Meyerson
VP Membership – Rick Robinson
VP Professional Development – Tom Labadie
VP Programs – Marvin Petsel
VP Marketing/Communications – Dee Dick
VP Special Events – Jeff Fritzson
VP Special Events – Rebecca Fritzson
VP Technology - TBD

M O R E Dallas ASTD News

JobNet is...: Dallas ASTD's Job Search Network

Are you looking for employment or a career opportunity?

Today's L & D job market is beginning to take off. On a frequent basis we are receiving calls from organizations around the DFW area looking for training professionals. Although we usually get the job opening posted on the chapter's JobNet page, we want to get that lead out to our members first.

JobNet meets prior to the chapter's monthly meeting (Evenings Only) to exchange tips and tricks on landing that career choice opportunity. We will also exchange employment leads that members have found but are not in your field of expertise.

If you are interested in joining JobNet send us your email address so we can reach out to you when those "can't wait" opportunities knock.

Tom Labadie
VP Professional Development

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!**

Special Program for Corporate Membership

Five or more people from the same organization who join together qualify to enroll for a corporate membership. This special membership has a number of advantages over individual membership.

- Exclusive attendance for the top L&D person at the upcoming CLO Forum**
- \$10 membership discount per person**
- Membership transfers within the organization if the member leaves the company**
- One free seat at the next meeting**
- Workshop discount: Buy 4, get 1 free**
- SouthWest Learning Summit discount: Buy 4, get 1 free**
- One free JobNet position posting on our website job bank**
- Your corporate logo published on our website**
- Opportunity for your organization to be featured in our newsletter**

Member organizations can also host a workshop at their location, sponsor meetings, share successful projects, or contribute newsletter articles.

Please let us know how we can help you develop your staff of Workplace Learning Professionals.

[Dallas ASTD website](http://www.dallasastd.org)

Contact Dallas ASTD @ info@dallasastd.org or 972-755-0956

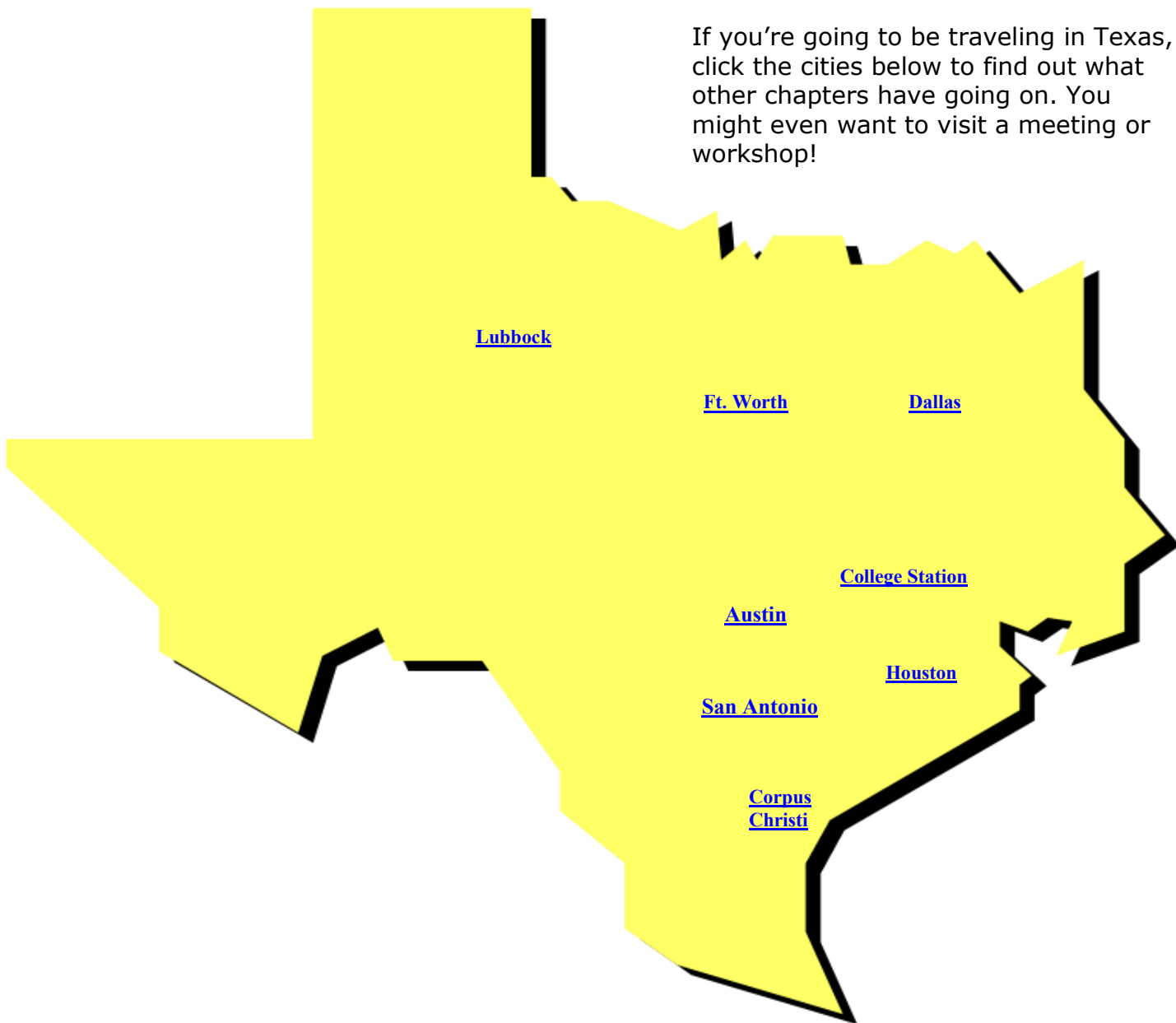
Follow Dallas ASTD on:

 [Dallas ASTD LinkedIn Group](#)

 [Dallas ASTD TWITTER SIGNUP](#)

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



ASTD'S PROFESSIONAL PARTNERS

Help connect ASTD's audience, with the products and services of companies dedicated to improving the workplace performance industries. [Learn More.](#)

[ASTD Education Programs](#)

ASTD's education programs set the industry standard for high quality learning and development. More than 20,000 professionals have attended our programs which provide hands-on, practical tools and methods that can be applied on the job immediately. We consistently achieve a 95% satisfaction rating from participants, so you can be confident that you are making a wise investment.

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 hu-

&&&&&&& **Around the Region** &&&&&&&

Central Oklahoma Chapter ASTD

Spread a Little Holiday Cheer
 Dec 13, 2011
 11:30 am—12:59 pm
 OSU-OKC Student Center, 900 N. Portland
[Click here for information](#)

ASTD Fort Worth /Mid-Cities

Our Meetings

The Fort Worth/Mid-Cities Chapter of the ASTD Meets the 1st Thursday of each month. Our meetings are held at the Diamond Oaks Country Club located at [5821 Diamond Oaks Drive, Fort Worth, TX 76117](#).

6:00 p.m.	Networking
6:30 p.m.	Dinner
6:45 p.m.	Announcements
7:00 p.m.	Monthly Speaker
8:00 p.m.	Professional Development Networks

[Click here](#) for more information about our meetings.

Austin ASTD Events



[Click here to register](#)

San Antonio ASTD Chapter

2011 Employee Learning Week Spotlight on Employee Learning

Best Practices in Building Front Line Performance

Wednesday, December 7, 2011
 Noon - 1 p.m. (Registration 11:30 a.m.)
 Lunch provided at no cost to attendees. Door prizes.

University of Phoenix
 8200 IH 10, Suite 100, San Antonio, TX 78230

–Presenters–

- **Roxanna Guerra, Manager, Training and Organizational Development at KCI**
- **Kristin Kee, SPHR, Director, Human Resources at Marriott Global Reservations Sales & Customer Care**
- **Roxanne Mendoza, Director of Instructional Delivery at USAA**

RSVP of Jacque Burandt, 210-358-2367 or jacque-line.burandt@uhs-sa.com by Friday, December 2, 2011.

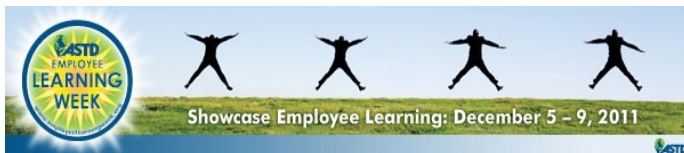
In the meantime, share with us the many ways your company or department will be celebrating ASTD Learning Week on our LinkedIn Group. [Click Here to Share...](#)

For more ideas on how to celebrate ASTD Employee Learning Week, please visit <http://www.employeelearningweek.org/>.

Corpus Christi ASTD

Celebrates Employee Learning Week
 Handing out awards for the
**Sue Fiedler Excellence in Education
 Best Place to Learn
 And Trainer of the Year.**

Dec 6, 2011 7:30—9:00 am



Del Mar College, Center for Economic Development,
Room 119

Houston Chapter of ASTD

**Accelerated Learning Event for National Education Week
 Tuesday, Dec 6, 2011 5:30 PM to 8:15 PM**

You choose three sessions from six "mini-workshops" you'd like to attend. Each presenter is given 25 minutes to host his/her topic and engage you in an interactive mini-workshop before you move on to your next session.

- Your most important skills and how to highlight them
- Leave with practical take-aways
- Your Choice of three out of six diverse topics

Get to know Board Members and our Silver Sponsor as the facilitators

Click [here](#) to view details and register.