



PRESIDENT MESSAGE

Wow...I can't believe this year is almost half over! As time is flying, your Chapter has been actively involved in a number of endeavors, many of which help us meet our chapter goals for 2011 as I discussed in the last newsletter.

Let's take a look at this year thus far:

Big Event

VP of Professional Development, Tina Echeverry, and her committee are on target to make our October Big Event – *Leading at the Speed of Trust* – a top-notch program that will appeal to training and development professionals as well as those in a myriad of specialties.

Mentoring Program

We're getting ready to kick off our Mentoring Program in July. This will be our second year for the program, which was extremely successful last year, benefitting protégés and mentors alike. I attended the graduation ceremony last October and was so inspired that I volunteered to be a mentor this year!

ICE 2011

The ASTD ICE Conference in Orlando was a fantastic and humbling experience! ASTD NEFL was very well represented at the annual conference in every way:

Between 20-25 chapter members attended, many of whom served as volunteers who received free conference days in return.

Linda O'Connell, our VP of Sponsorship, presented a well-received concurrent session at the conference titled: *Storytelling that Proves Leadership Development ROI*.

Four board members represented the chapter at Chapter Leaders Day which was held Sunday morning, 5/22.

Thank you to all who attended the conference and especially to our wonderful volunteers for demonstrating the phenomenal spirit of the Northeast Florida ASTD chapter!

Sponsorship

Since our last newsletter, Linda O'Connell was appointed VP of Sponsorship. Linda got right to work and formed her committee. In addition, she designed a new sponsorship program, which was approved by the board of directors. Anyone who wants to review the program can do so by [clicking here](#).

The Sponsorship team has been working hard to secure sponsorships for the chapter as well as for October's Big Event. If any of your vendors might be interested in any level of sponsorship or providing one or more door prizes for our Big Event, please talk to a member of our Sponsorship Committee at any of our programs or email them at sponsorship@astdnefl.org or sponsorshipcommittee1@astdnefl.org.

Public Relations & Marketing

Our Public Relations team with its various committees has been extremely busy building our chapter's name and brand recognition throughout the greater Jacksonville area. This year we have become active in social media with chapter presence and visibility on LinkedIn, Twitter, and Facebook. Led by Bob Zinsser, the team has been successfully and affordably promoting October's Big Event in local media including TV, radio, and print.

Membership

The Membership Committee has been busy focusing on increasing our membership, especially renewing our existing members. In May, the chapter welcomed five new members! Way to go, team!!

Last newsletter, I briefly mentioned CORE (Chapter Operating Requirements) to maintain our good standing with ASTD National. Achieving and maintaining 100% CORE compliance is important and our chapter does a great job of doing so. The most challenging part of being CORE compliant involves the dual membership requirement at both the chapter and national levels. This year's requirement – it increases each year until a level of 50% dual membership is reached – is that at least 30% of chapter members must also maintain membership in ASTD national at least once during the calendar year. I am very pleased to announce we have achieved the CORE requirement for membership for 2011! Congratulations and thank you to all who helped us achieve this important annual milestone!!

Member Involvement/Recognition

On June 16th we honored our many volunteers, without whom the chapter would not be as successful or able to accomplish nearly as much as it does. This event – open to all, but at no charge to our volunteers – was switched to an evening program to allow more time for honoring and celebrating.

The evening's program featured the *Mad Cowford* improvisation troupe. If you have never seen the troupe, I strongly encourage you to do so. They provided uproarious entertainment and an evening filled with laughter.

Not a volunteer yet? Here's the solution: all you need do is contact a member of our Member Involvement committee, led by Laura Steigelman, VP of Member Involvement. Committee members are available at our monthly programs or can be reached via email at memberinvolve@astdnefl.org. Then next year, we'll be honoring **YOU!**

Call for Nominations

By now, you should have received an email calling for nominations for the 2012 board of directors. In preparation for the election of next year's officers, we clarified the nominations and election processes which were briefly outlined in the email you received and will be discussed in greater detail at the next chapter meeting on July 21st.

A chapter member may nominate him/herself or someone else; however, anyone wishing to nominate someone else for a board position **must discuss it with the individual before submitting their name**. Nominations can be submitted via email to: nominations@astdnefl.org.

The nominating committee is led by President Elect, Ida Gropper, who has formed her committee of one other board member and one chapter member in good standing as outlined in our chapter by-laws. The Nominations Committee will vet all nominations by conducting one or more telephone interviews with each nominee during the latter part of July and narrow the slate of candidates to the one, most qualified individual for each position. The final slate of officers will be sent to chapter members by email and posted on our website on August 5th. The live election of the final slate will take place at our August 18th chapter meeting, prior to the start of the monthly program.

You know...when board and committee members commit to serve our chapter, we do so with great intentions and expectations that sometimes collide with the time we have available. So...what's the solution? I don't know anyone who wants to be a part of an "okay" organization, do you? No! We all want to be members of an active chapter that is exemplary in representing both our profession and our community. Those of us who volunteer do so because we want to make our chapter the absolute best it can be – a shining example of excellence in training and development.

We are only as good a chapter as our members and their willingness to get and stay involved in some way. If you are interested in a specific role, please know

there are abundant opportunities and committees that will benefit from your talent. The key is to get involved and stay involved!

All the best to you!

Sue Raffensperger
President

MEMBER NEWS

This section of the newsletter has been developed for you, the members. We will accept announcements, appointments, awards, community involvement and much more.

Send anything you would like to share to editor@astdnefl.org.

UPCOMING EVENTS:

There are many exciting events on our calendar. Below are a few for you to note.

Access the [ASTD-NEFL Chapter Events](#) website for the complete calendar.

In case you missed it... You can view the Virtual ICE Conference!

Virtual ASTD 2011 International Conference and Exposition

June 14 – July 13, 2011

For more information and to register:

<http://store.astd.org/Default.aspx?tabid=167&ProductId=21996>

July eSIG

EverBank

Jacksonville, FL

7:45 AM – 9:15 AM, July 12, 2011

For more information and to register:

[http://www.astdnefl.org/EventsCalendar?eventId=235179&EventViewMode=2
&CalendarViewType=1&SelectedDate=7/9/2011](http://www.astdnefl.org/EventsCalendar?eventId=235179&EventViewMode=2&CalendarViewType=1&SelectedDate=7/9/2011)

August CPLP Awareness Session

Webster University

Jacksonville, FL

7:45 AM – 9:15 AM, August 17, 2011

For more information and to register:

<http://www.astdnefl.org/ChapterEvents?eventId=274345&EventViewMode=EventDetails>

NEW MEMBER ORIENTATION

Are you a new Northeast Florida ASTD chapter member? Or do you have questions about the member Marketplace, Professional Development Program or the meaning of e-Sig? These and other topics will be discovered and discussed at our New Member Orientation sessions!

Although it is called a "new member" orientation, all members are invited and welcomed to attend. The purpose of the session is to provide members with information about their member benefits, the who's who of our local chapter, and how to navigate an important member resource: our chapter website! And of course, networking opportunities with other ASTD NEFL members!

New member orientation is tied to the Monthly Chapter events from time to time. Watch the announcements for when the next orientation is scheduled.

If you have any questions about our ASTD New Member Orientation contact memberinvolve@astdnefl.org.

Hope to see you there!

CALL FOR NOMINATIONS

As a member of ASTD NEFL, the Chapter belongs to YOU! Please help us select Board of Directors for 2012 by nominating individuals you think you make outstanding Board members. Please complete the [nomination form](#) and submit your nominations to nominations@astdnefl.org by July 21, 2011. Voting will take place at the August 18, 2011 Chapter Program.

Board of Director Positions

BOARD TITLE	SUMMARY of RESPONSIBILITIES
VP, Programs OPEN	Responsible for selecting and coordinating monthly chapter programs, based on the needs of the membership and the strategic focus of the training and development field.
VP, Information Technology OPEN	This position includes planning, developing, analyzing, designing, implementing, training, and maintaining all facets of information services needed by the local ASTD chapter of NE Florida. The two major areas included in information services are website design & maintenance and email communications.
VP, Public Relations	Reviews and approves each event description, web posting, newsletter and email

OPEN	distribution to members for marketing spin to promote events and representation of the ASTD NEFL brand. Works with the community to promote chapter events to local organizations, prospective members, and sponsors.
President Elect <i>Bob Zinsser</i>	Requires a 3-year commitment as a Board member (President Elect, President, and Past President). The President prepares for and plans to serve as President in 2013. Chairs the Nominating Committee and is ex-officio member of all Chapter committees and works closely with all members of the Board to ensure the President Elect's readiness for his/her term as President. Acts for President in his/her absence; serves as a member of the Executive Council; and manages special projects.
VP, Professional Development <i>Tina Echeverry, incumbent</i>	Serves as a resource for professional development opportunities that will benefit the members of ASTD NEFL. This role is responsible for ASTD NEFL's Big Event, CPLP Certification Program, and Mentoring Program.
VP, e-Learning Special Interest Group (eSIG) <i>Lynne Orr-Holley, incumbent</i>	Responsible for providing monthly e-Learning focused programs for members and professionals in the training and development community that will enhance, improve, and cultivate the skills of Workplace Learning Professionals. Monthly programs serve to increase visibility of the training and development profession.
VP, Career Management Special Interest Group (CMSIG) <i>Marilyn Feldstein, incumbent</i>	Responsible for providing career management focused programs for members in the training and development (T&D) community that will promote life-long learning for Workplace Learning Professionals (WLP). Monthly programs serve to increase the visibility of the training and development profession by providing added benefits to current members and to attract new and potential members by helping them manage their careers more effectively.
VP, Finance <i>Linda Hasselbach, incumbent</i>	Responsible for the financial management of the Chapter including safekeeping of all financial records, overseeing the Chapter's financial health, properly complying with National and Chapter guidelines, etc.
VP, Membership <i>Jennifer Jamison, incumbent</i>	Ensures the Chapter is serving members' needs in the Northeast Florida region. Manages membership renewal campaign, recruitment of new members, new member orientation, and accuracy of our member contact information.
VP, Sponsorships <i>Linda O'Connell, incumbent</i>	Advocate for the growth of the Chapter's sponsors and sponsorship contributions. Secures sponsorships/vendors for monthly meetings, eSIG meetings, special events, web site, etc.
VP, Member Involvement <i>Laura Steigelman, incumbent</i>	Responsible for overseeing the involvement of new and seasoned members by increasing their awareness of involvement opportunities within the organization.
Director at Large <i>Derree Braswell</i>	Often a Past President, this position serves as an advisor to the Board of Directors. Directors provide leadership, mentorship, and direction and often complete small projects or Chair larger projects.
No Vote Required in 2012: <ul style="list-style-type: none"> · President · Past President · Director at Large, mid-term 	Three additional Board positions do not require a vote due to the nature of their terms of office. In 2012: <ul style="list-style-type: none"> · Ida Gropper: President · Sue Raffensperger: Past President · Rachel Stromberg: Director at Large (2nd year of first term)

TRAINING SERVICES DIRECTORY

Are you familiar with the [Training Services Directory](#) on the Chapter Website? It is a valuable resource for locating services needed by you or your

organization. You can search the listings for vendors, contractors, and other providers associated with training and development.

If you offer services to the public or the business community, it is also a great way for you to reach prospective clients. This is the place for you to promote yourself and/or your business. Listing in the Training Services Directory is available only to chapter members and is completely free but it can be viewed by all.

To be included, log on to the [website](#), view your **Profile**, choose Edit Profile, then describe your business or service and include contact information in the Training Services Directory field. Limit – 1,000 characters for the entire field (see examples [here](#)). Next, notify webmaster@astdnefl.org that your listing is ready for posting.

Note – if your listing has been removed due to a lapse in membership and you have since renewed, simply notify the webmaster to repost it.

VOLUNTEER POSITIONS

Get Involved! New volunteer opportunities available!

Would you like to get more involved? Meet new people? Learn something new? Or just lend a helping hand?

- Chapter Ambassadors
- Others

To learn more visit our [get involved](#) page or contact our VP of Member Involvement at memberinvolve@astdnefl.org.

OUR SPONSORS



NEWS FROM NATIONAL

Have You Visited the ASTD Online Library?

The ASTD Online Library connects ASTD Members to the world's leading collection of full-text management, human resource and training-specific journals.

- Nearly 3,000 titles at your fingertips.

- Over 170 full-text business monographs and business books.
- Selected business content from more than 100 major regional newspapers, and business news from 50 regional sources.
- PLUS – Business Book Summaries. Preview more than 700 of the leading business books covering business skills and soft skills development.

Get an in-depth understanding of the Online Library in the NEW one-hour recorded training session led by an EBSCO search expert.

To learn more and to access the ASTD Online Library:

<http://www.astd.org/content/research/doYourOwn/doYourOwn.htm>