



PRESIDENT MESSAGE

Since this is our first newsletter of 2011, I want to belatedly wish one and all a happy 2011!

I have great expectations for this year as I humbly serve as the chapter's 37th President. Admittedly, Derree left gigantic shoes to fill and I will do my very best to propel the chapter forward in carrying out our mission. I look forward to meeting as many of you as possible throughout this year.

Please join me in thanking Derree for her boundless energy, dedication, and commitment to our chapter. She has a unique way of making even the most basic tasks both meaningful and FUN! Her enthusiasm is truly contagious!

Special thanks to our 2010 board members who will not be serving on the board in 2011:

Sharon Kimble – Past President
Karon Manning-Adams – VP, Sponsorship
Desiree Ward – VP, eSIG
Betsy Donnelly – Director at Large

Listed below is a listing of your 2011 Board of Directors. We are committed to offering events, resources, and benefits that add value to your membership investment and what each of you does as a Workplace Learning Professional. We continually work to align our programs with ASTD's nine core competencies.

Please welcome your Board of Directors for 2011:

Sue Raffensperger – President
Ida Gropper – President Elect
Derree Braswell – Past President
Linda Hasselbach – VP, Finance
Karen Sistare – VP, Programs
Jennifer Jamison – VP, Membership
Laura Steigelman – VP, Member Involvement
Cristina Echeverry – VP, Professional Development
Bob Zinsser – VP, Public Relations

Open – VP, Sponsorship
Christy Sharpe – VP, IT
Marilyn Feldstein – VP, Career Management Sig
Lynne Orr-Holley – VP, eSIG
Rachel Wical – Director at Large
Paul Stromberg – Chapter Administrator

While it's important to recognize your new board of directors, it's important to remember that it takes more than elected board members to make our chapter a success – there are a number of people working on committees behind the scenes throughout the year on various projects and initiatives to ensure each program, event, and administrative function runs smoothly. Many thanks to each of you for your vital contribution to making our chapter strong and helping advance our mission. We will be recognizing our 2010 committee members in an upcoming event (stay tuned!).

Our chapter goals for 2011 include:

1. Chapter's Brand
Develop and market chapter's brand; increase chapter visibility in Northeast Florida, including community-based events such as heart walk, etc.
2. CORE Compliance
Maintain 100% CORE compliance in all areas, especially 30% of chapter members also maintaining membership in ASTD national.
3. ASTD Competency Model
Ensure all programs offered to chapter members (i.e., Programs, eSIG, CMSIG, and Professional Development) are directly tied to ASTD Competency Model and ensure that the correlation between the program/event and the Competency Model is shared with members/nonmembers in attendance.
4. Succession Plans
Develop/update succession plans for each board role so chapter is prepared in the event any board member leaves the board of directors.

We continue to focus on aligning every chapter program/event with one or more of ASTD's nine core competencies: Designing Learning, Improving Human Performance, Delivering Training, Measuring and Evaluating, Facilitating Organization Change, Managing the Learning Function, Coaching, Managing Organizational Change, and Career Planning and Talent Management.

As this year's chapter President, I encourage all members to take advantage of everything your chapter has to offer – monthly luncheon programs, free eSIG

and Career Management SIG programs, just to name a few. If you have been trying to decide if this is the year to get your CPLP (Certified Professional in Learning and Performance) certification, please know that awareness meetings and on-line study groups are available to help ensure your success!

Last, but not least, if you have not already done so, please understand that your chapter needs... well...YOU! We are only as good a chapter as our members and their willingness to get and stay involved in some way. There are numerous ways to be involved. If you only have short, intermittent amounts of time, we have opportunities to work on special projects that have a clear beginning and end. If you are interested in a specific role, there are abundant opportunities and committees that can use your talent. The key is to get involved and stay involved!

We have a great year planned, and I look forward to seeing you during the coming year!

All the best to you!

Sue Raffensperger
President

MEMBER NEWS

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

The ASTD NEFL is proud of the continued accomplishments of our dedicated members. President Elect Ida Gropper (pictured below) was appointed to the Jacksonville Mayor's office Hispanic Advisory Board. Along with other members of the board, she will be gathering information from the Hispanic population in Jacksonville to help Mayor Peyton understand the needs of the community.



Mayor John Peyton (left) with Ida Gropper (right).

Robert Zinsser, VP of Public Relations, was appointed as the President of the First Coast Coaches Association, the North Florida chapter of the International Coach Federation. The organization is devoted to the development and professional certification of professional coaches of all types.

Please help us honor Ida Gropper and Robert Zinsser on their recent accomplishments.

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.

March Monthly Chapter Meeting - Luncheon
Meet the Winners!
Jacksonville, FL
March 17, 2011

For more information and to register:
[http://www.astdnefl.org/EventsCalendar?eventId=271519&EventViewMode=2
&CalendarViewType=1&SelectedDate=3/11/2011](http://www.astdnefl.org/EventsCalendar?eventId=271519&EventViewMode=2&CalendarViewType=1&SelectedDate=3/11/2011)

April CPLP Awareness Session
**2011 Certified Professional in Learning and Performance (CPLP)
Awareness Session**

Jacksonville, FL
April 20, 2011

For more information and to register:

<http://www.astdnefl.org/ChapterEvents?eventId=274255&EventViewMode=EventDetails>

ASTD 2011 International Conference & Exposition

Orlando, FL
May 22-25, 2011

For more information:

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

ASTD NEFL Chapter Meeting

June 16, 2011
Location & Time - TBD

Networking, Fun, Food and Entertainment!

That is what you will get when you join us for the ASTD NEFL Chapter Meeting in June! June's Chapter event will be held at night, Thursday, June 16. It will replace the usual ASTD NEFL Chapter Lunch Meeting for that month.

Bring your family and friends as we enjoy informal networking, heavy appetizers and entertainment!

On the schedule for this evening:

1. Recognizing our ASTD NEFL volunteers (more to come on that!)
2. The entertainment for the evening will be the **Mad Cowford Improv Comedy Troupe**. Enjoyed by all at last year's ASTD NEFL appearance, they return to bring our chapter another performance filled with high-energy, fast-paced, improvisational games all based upon **your** suggestions. Everything will be made up on the spot, similar to the show "*Whose Line is it Anyway?*"

So mark your calendars for an event that has never been seen before, and will never be seen again - the June ASTD NEFL Chapter Meeting!

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!

So mark your calendars for March 17th from 1:15-2:00 p.m., immediately following the regular monthly lunch meeting, for our next orientation. **When signing up for the March meeting, just check the box that indicates you would like to attend the orientation as well.**

An evening orientation is planned for June 16th at 5:00 p.m. prior to the June’s Chapter Meeting, which will be an evening event. More information on the evening orientation to come soon! If you have any questions about our ASTD New Member Orientation contact Ellen Kelbert or Laura Steigelman at memberinvolve@astdnefl.org

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.

ARE YOU READY FOR ICE 2011?

ICE is ASTD's International Conference and Exposition which will be held this year in Orlando, FL on May 22-25. As an ASTD member you do get the opportunity to be a volunteer for the conference for a maximum of 2 days. Why should you volunteer? For every day that you volunteer you will receive one day free to go to the conference. Being a volunteer also allows you to attend the conference for a discounted rate of \$200 per day. [Click here](#) for registration information.

If you want to attend the conference and not volunteer you are eligible to receive \$100 off the total price. In order to receive this discount we need to get at least 5 members interested and then you will be given a code to register with.

If you have any questions about volunteering please contact Nigar Kanji at memberinvolve@astdnefl.org

If you interested in the group discount please contact Paul Stromberg at stromberg.paul@comcast.net

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.

SPONSORSHIP PROGRAM

26th Annual ADMINISTRATIVE PROFESSIONALS Conference & Expo

Rev-Up and Refuel Your Administrative Staff in One Day!

April 27, 2011 - University of North Florida

- 15 education sessions
- Two keynote speakers
- National and local vendors
- Sit down, served lunch
- Education program materials
- All included for one low price!

\$199 per person when you register before March 31!
Group discounts available.

UNF | Division of Continuing Education [Click here for details!](#)

RECENT EVENTS

ASTD NEFL – Career Management Special Interest Group (CMSIG) Event

Thursday, February 24, 2011
University of Phoenix

“The Future of Work” presented by Candace Moody – VP of Communications – WorkSource

Ms. Moody asked the group to think about “Work” not about “Jobs”. She has declared the “Death of the Job” and wants people to think about finding work – not a job. We all have talents and skills and the Industrial Revolution created the term “job” because each person had a function in creating things on an assembly line and that function was very specific and fragmented but part of the finished product. The “Job” became very popular because of the limited amount of time you had to train a person, sometimes as little as 2 weeks, so the job had to be compact and a simple piece.

Candace defines work as “stuff needs done” and jobs as “bundled work into 40 hour chunks”. The key is getting people to see themselves as talent and not just workers and then getting those same people engaged in applying their talent.

Ms. Moody referred to a recent article in the Wall Street Journal – February 17, 2011 entitled “Is Your Job an Endangered Species” written by Andy Kessler. The point of the article was that the new workforce will be made up of Creators &

Servers. The Creators will be those that design and create things and the Servers will be everyone else. A discussion occurred about "Sidelines" which is something you do aside from your main work that allows you to develop your skill and it doesn't have to be something you are paid for. Any volunteering that you might do should be along the lines of supporting the development of your skill. "Gigs" is the work that you do moving from contract to contract. The future of companies may be that "teams" are formed consisting of certain people with talent and then once the project is complete, that team is disbanded.

Candace shared a quote "Jobs are Temporary – Talent is Forever". She closed with a warning that if your job can be done by a computer, you are at risk in eventually losing that job. She introduced a new term in today's workforce – "Wetware" – your brain that is able to do analysis and examination that a computer can't do.

Members Say:

"It helped me gain a new perspective on how to prepare myself for future opportunities," Monica Goddard.

"Candace was a very engaging and informative speaker! I plan to share some of what she presented with several HR colleagues here at Shands," Lynn Higgison.

"She was knowledgeable and her captivating delivery kept everyone engaged," Kathy Krol.

We thank Candace Moody for taking the time to share her knowledge.

THE POWER OF 2

As a professional in the training and development field, you understand the value of being a member of your local ASTD chapter. As you network with other members in your field at locally held events, you share experiences and develop your skills through thought-provoking speakers and training sessions. Belonging to the North-East Florida Chapter of ASTD displays your commitment to your career.

Now, by combining your local membership with National, you will have the "Power of 2". Spread your wings and reach out and grab all the benefits that dual membership can give you. Join online discussion forums and learn what is going on in training and development throughout the world. Have access to more learning events, thousands of business books, articles and periodicals, as well a national job bank. You will also receive special discounts on ASTD Press Publications, ASTD International Conference & Exposition, other educational programs and so much more.

Learn more by visiting your NEFL ASTD website. Click on **Membership>National Membership.**

******SPECIAL******

Join National today! Chapter members receive a special rate of \$169 for 1 year.

NEWS FROM NATIONAL

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.