



PRESIDENT MESSAGE

Happy October everyone! It's hard to believe that 2011 is rounding the turn and heading into the home stretch. While we continue to see people at meetings and on our chapter social networking pages who are struggling with the economy, we also hear of those who have been successful in finding a job or landing contracts. These are good signs in an otherwise down economy. I encourage all of you to reach out to fellow members who are in a transition period by posting vacancy notices on our website through Bob Zinsser, our VP of Public Relations & Marketing (publicrelations@astdnefl.org). If you are in a search mode or making a transition into the Learning and Performance field, actively network on the chapter's social media pages and at our events. You never know where such contacts might lead. I was fortunate to secure my current position during the start of this recession as a result of chapter networking efforts, so I promise you that investing your time to network definitely pays off.

Speaking of paying off, your board has been very active this year trying to find ways to add value to your membership. We held an outstanding Big Event – *Managing at the Speed of Trust* – on Thursday, October 13th. The reviews are in and they were excellent! Evaluations validated the importance of trust as an essential element within successful organizations and praised Donna Burnette, our guest facilitator and trust expert.

We've also grown our membership to over 300 members, all of whom are important and add great value to our chapter as a whole! Almost one-third of our members also belong to National ASTD.

We continue to look for new networking opportunities through social media, targeted programming, professional development, and other benefits that address knowledge, skills, and abilities requested by our members. As always, please continue to share your ideas as we work to meet your professional needs.

Regarding professional needs, the chapter recently participated in a virtual Certified Professional in Learning and Performance (CPLP) study group. If you have not earned your CPLP, I encourage you to consider it. We are finding

that more organizations hiring Learning professionals now require the CPLP credential as a pre-requisite for employment.

December 5-9, 2011 is Employee Learning Week. We have applied to the Mayor's office for an official proclamation for the chapter. Tell us what your employer is doing to recognize Employee Learning Week in your workplace by emailing Bob Zinsser at publicrelations@astdnefl.org.

A final note of thanks to our Board Nominating Committee (Ida Gropper, President Elect; Derree Braswell, Past President, and Nancy Boyle, Committee Member), who put together the outstanding slate of officer candidates for the 2012 Board. At the beginning of our monthly chapter program on August 18th, members voted to approve the slate as presented, so we have a nearly full slate of board directors all ready to go for 2012! All board members from this year's and next year's Board of Directors will attend a planning meeting October 29th to learn about chapter operations and begin setting goals for next year, so you can rest assured our chapter will be in capable hands. Please join me in congratulating and thanking this outstanding group of volunteers. [Click here to see a listing of the Board of Directors for 2012.](#)

Speaking of volunteers, keep in mind we always have room for committee chairs and members. If you would like to add leadership and volunteer experience to your resume, help the chapter continue to grow, and give back to your profession, please contact Laura Steigelman, our Vice President of Member Involvement (memberinvolve@astdnefl.org), to learn more about committee opportunities.

I know the present economy is not the best; however, do not lose sight of the long-term picture when it comes time to network through meetings and other chapter events. When you need support, it always helps to have others who know you and your capabilities provide resources and referrals to you. I hope to see you at the November chapter program!

All the best,

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.

MEMBER SURVEY

Let your voice be heard!

The Board of Directors thanks you for your input on the recent Member Survey. Your valuable contribution is key to helping us develop the 2012 chapter goals.

THE BIG EVENT

LEADING at the SPEED of TRUST ®

The American Society of Training & Development's (ASTD) "Big Event" was a huge success and those in attendance were treated to a very engaging and informative presentation. Donna Burnett led the more than 130 attendees in a session entitled "Leading at the Speed of Trust" which was filled with valuable exercises and examples of how trust plays a pivotal role in the effectiveness of today's business environment.

There were several examples provided that measures the high cost to organizations when trust is absent. The concepts of "Trust Tax" and Trust Dividend" were discussed. When trust is low the speed at which things get done in the organization is reduced, which causes overall costs to increase, resulting in a trust tax. Where trust is high, the speed at which things get done increases and costs go down. I think we can all agree and we've probably seen real life examples of this effect in our own work experience over the years.

Attendees were asked to consider "The 4 Cores of Credibility". In the areas of Character and Credibility we begin by building credibility, intent, and capabilities, all of which lead to results. So much content was covered all around the environments we experience every day with the important component of trust and its importance at the core.

eSIG HAS MOVED

The eSIG venue is now...

**The Blood Alliance at Deerwood Park
7595 Centurion Pkwy
Jacksonville, FL 32256**

You can get a map and directions from the webpage <https://www.thebloodalliance.com/index.cfm?group=op&es=true> by clicking on the information for The Blood Alliance at Deerwood Park.

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

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.

NEW MEMBER ORIENTATION

Are you a new Northeast Florida ASTD chapter member? Do you have questions about the Training Services Directory, the meaning of e-SIG, CMSIG, or how to get involved? These and other topics will be discussed at our New Member Orientation sessions!

Although it is called a “new member” orientation, all members are invited and welcome 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!

Mark your calendar for November 17, 2011 from 1:15-2:00 pm, immediately following the November chapter program. When signing up for the November meeting, check the appropriate box to indicate you would like to also attend the orientation session.

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

Hope to see you there!

EXCELLENCE AWARDS PROGRAM

ASTD-NEFL is a proud sponsor of the 11th Annual Excellence in Employee Development Awards hosted by UNF, Division of Continuing Education, on December 7, 2011.

The Excellence in Employee Development Awards recognizes outstanding achievements in advancing workplace learning and performance. Nominations end November 4, 2011.

Click [here](#) for more information.

2012 BOARD OF DIRECTORS

The results are in! As a member of ASTD NEFL, the Chapter belongs to YOU! Thank you for helping select the Board of Directors for 2012 by selecting individuals who make outstanding Board members.

ASTD NEFL Board of Directors for 2012 *

BOARD ROLE	NOMINEE
President	Ida Gropper
President Elect	Robert Zinsser
Past President	Sue Raffensperger
Vice President, Programs	Tom Speer
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	Linda O'Connell
Vice President, Public Relations	Open
Vice President, Information Technology	Alison Cruess
Vice President, Membership	Jennifer Jamison
Vice President, Member Involvement	Laura Steigelman
Director-At-Large	Rachel Stromberg
Director-At-Large	Derree Braswell

* Officers and Directors will assume their respective terms of office on January 1, 2012 in accordance with chapter by-laws.

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 free

to chapter members. This is another example of the value that you receive as a chapter member. Non-members may post a listing in the Training Services Directory for an annual fee of \$70.00.

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. If you are not a member and would like to post in the Training Directory, contact webmaster@astdnefl.org.

ASTD JOINT MEMBERSHIP: THE POWER OF 2

By: Barry Altland

ASTD National Advisors to Chapters (NAC), Sunshine North Area Advisor
ASTD 2011 Chapter Leaders Conference Planning Advisory Committee, Chair

Yes, we know, we know . . . for some, it can be confusing. For the engaged, they have come to understand that there are two different types of memberships in ASTD. There is national ASTD membership, and then one can also be a member of a local/regional chapter of ASTD. For the most part, the memberships are managed separately by each of the entities, yet there exists some synergy in membership processes, and therein can lie the confusion.

For those newer to investing in their professional development through ASTD, this set-up is not intuitive. Further, some ponder the value of each of the memberships. For me, as an active member of both for the last dozen years, the value can be summed up in this simple ASTD membership mantra (with all apologies to the origins of this phrase): **Learn globally, engage locally.**

Learning Globally

National ASTD membership is easy to attain via www.astd.org. For a moderate investment of just over \$200 for an individual membership, the sheer number of resources available to you that place you on the leading edge of the Workplace Learning and Performance (WLP) profession can be overwhelming! Below is just a sampling I have found beneficial to my professional life:

- **T+D Magazine** – not a month goes by where I do not read an article from ASTD’s premier business magazine that is worthy of sharing with peers in the profession, or executive leadership in my organization, to reinforce points that support the strategic positioning of learning in my organization. I simply go the ASTD website to print e-articles in pdf format that are ready to share via e-mail—instant influence!

- **ASTD Competency Model** – This tool, designed after extensive research and unveiled in 2004 in the seminal book, *Mapping the Future*, defines the WLP profession. Each of us in this profession should not only be intimately familiar with the elements of the model, visually represented in the shape of a pyramid, but embrace the tool as the guide for our professional development.
- www.astd.org – The ASTD website is chock-full of content that aids the WLP professional in growing their knowledge and skill set, as well as supporting their organizational performance and advancing the Learning profession. Members of the national organization have unfettered access to boundless resources to help them get there they want to go—simply click and learn!
- **Research** – For those fervently working to shift learning from the tactical to the strategic in the organizations they support, the volumes of research data available to national ASTD members are invaluable in the effort. Business leaders make decisions based upon empirical data, and the evidence you need to “sell” strategic initiatives can be found at ASTD.
- **And More** – From international conferences, to the CPLP certification, certificate programs, online and on-site development programs, the ASTD Career Center and the ASTD Book Store; also, archives of volumes of ASTD publications, from T+D Magazine to research reports, and so much more, exploring the “Member Center” provides view into a wealth of professional development tools.

The above is just a sampling of tangible value, yet does not touch on the intangible, emotional connection to peers in your chosen profession, a community of committed learning professionals dedicated to helping others learn, and helping organizations perform. The discussions in which to engage on LinkedIn’s ASTD National group are riveting, while other social media tools help to strengthen the connection among those serving as a WLP practitioner.

Engaging Locally

So, our “go-to” source for global learning and professional development is the national ASTD organization, and the local ASTD chapter is our opportunity to actively engage and serve the WLP profession.

Note that “membership” alone in the local ASTD chapter will not accomplish this. Active involvement in the nearest chapter provides the optimal forum in which to contribute to the advancement of the WLP profession in your community.

Many ask why I have been so active for as long as I have in both local and national ASTD? The answer is easy—I want to make a difference. I look at it through a simple analogy. If my goal is to improve my health through fitness activity, I know that being a spectator at a football game will not help me achieve my goal. So it is with my professional development—I have to “get in the game.”

A successful WLP professional knows they must “fly at the rooftops” with their strategic thinking while “getting their hands dirty” with tactical execution. Local chapter engagement is the ideal way to exercise both of these muscles. Where else can you ideate and implement in the near absence of somebody else telling you that you cannot do it? (how close does this sound to your professional experiences?) I love that local chapter involvement gives us each the chance to “get in there” and take ideas from strategy to results!

I also see local chapter engagement as your opportunity to serve atop the learning and performance food chain in your business community. As a chapter leader, you are setting the course for fellow “engaged” learning leaders, who then influence their peer WLP professionals, who support the learning of the professionals in the organization(s) we support, who in turn impact the business performance of the organizations that drive the economic vitality of our community. It’s pretty powerful when we think about our local ASTD chapter engagement in this way.

The Intersection of Global Learning and Local Engagement

Although membership in national ASTD and one’s local chapter is maintained separately, the synergy between the national organization and local chapters is strong. The national organization has an entire department of their staff, Chapter Services, dedicated to supporting the nearly 120 local chapters across the United States.

Further, chapter leaders can continue to serve the profession beyond their local chapter leadership tenure through involvement in volunteer leadership committees at the national ASTD level:

- **NAC** – the National Advisors to Chapters is a group of 12-15 former chapter Presidents designated each year to share strategic insight to local chapter leaders, and act as a touch point and sounding board for idea- and resource-sharing among chapters. This team of dedicated ASTD leaders is critical to strengthening the connection between both entities through ongoing communication and knowledge-building.
- **CRC** – The Chapter Recognition Committee promotes best practices among local chapter leaders through the management of two primary programs—Sharing Our Success (SOS) and the Chapter of the Month (CoM) initiatives. Each offers chapters the opportunity to earn recognition for their innovative work in their communities, and also receive cash rewards for their chapter as a token for their work in advancing their chapters and the WLP profession.
- **ALC PAC** – Each year in the Autumn, ASTD Chapter Services partners with the volunteer Program Advisory Committee to plan the ASTD Chapter Leaders Conference. This conference gathers nearly 400 chapter leaders from across the country together in Washington, DC, for 2.5 days of engagement, knowledge- and best practice-sharing and connection. The ALC PAC ensures the content and conference events meet the development needs of chapter leaders.

The reasons to serve on any of the above committees, as well as the numerous other work teams and sub-committees that advance local chapter and national ASTD initiatives, are as personal as your motives for investing in your own professional development.

For me, it is both altruistic and self-serving at the same time. I want to give what I can to move my chosen profession forward, since it consumes my professional passion. Simultaneously, the connections I have made, and the knowledge and skills I have gained while serving have been invaluable as I grow my career.

ASTD membership is about leveraging the “Power of 2,” the national ASTD and local ASTD chapter joint memberships. Learning globally while engaging locally is the mantra to propel your professional development to even greater heights!

Writer’s Note: National ASTD also offers all local ASTD chapter leaders a significant discount of \$100 off their annual national ASTD membership fee in recognition for their service to their communities.

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
- Membership Committee
- Big Event Committee
- 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>