

PRESIDENT'S MESSAGE

Final President's Message for 2011

Happy New Year! It's hard to believe that 2012 is here. With the start of the New Year also comes the start of new board members. I am both honored and humbled to have served as your president throughout 2011 and somewhat saddened this will be my last president's message. That being said, I hope you will join me in welcoming your new president for 2012, Ida Gropper. Ida brings a wealth of talent, knowledge, commitment, and dedication to her new role and I am sure we're all in for great things ahead this year! For your reference, please take a look at the list below with your 2012 Board of Directors and respective roles.

BOARD ROLE	BOARD MEMBER
President	Ida Gropper
Past President	Sue Raffensperger
President Elect	Bob Zinsser
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	Casey Gipson
Vice President, Information Technology	Alison Cruess
Vice President, Membership	Jennifer Jamison
Vice President, Member Involvement	Laura Steigelman
Director-At-Large	Derree Braswell
Director-At-Large	Rachel Stromberg

With every new year comes the opportunity to take a reflective look at the year that just past. So, without further delay, I present you the chapter's Annual Report for 2011:

Membership

- 307 ASTD Northeast Florida Members, an increase of eight members since 12/31/2010, when there were 299 chapter members
- 88 joint ASTD National and ASTD NEFL members, a decrease of two joint members since 12/31/2010, when there were 90 joint members

Programs

- 10 successful regular luncheon programs with an average meeting attendance of 48
- 10 eLearning Special Interest Group (eSIG) programs with an average meeting attendance of 44
- 10 Career Management Special Interest Group (CMSIG) programs with an average meeting attendance of 17
- One chapter mini-conference/ special event featuring renowned speaker, Donna Burnette, who presented *Leading at the Speed of Trust*, based on Stephen M. R. Covey's bestselling book, *The Speed of Trust* with 132 attendees
- One joint event, the *UNF Excellence in Employee Development Awards*, co-sponsored by ASTD NEFL, SHRM Jax, and UNF Department of Continuing Education
- Three Certified Professional in Learning and Performance Certification (CPLP) Awareness Sessions with a total combined attendance of 17
- Successful Mentor Program that paired five mentors and five protégées

Finance

- Total revenue: \$54,339
- Total expenses: \$59,133
- Net Income: (\$4,794)

Sponsorship

- Two major sponsors: University of Phoenix, University of North Florida
- Numerous special event sponsors contributed to our successful *Managing at the Speed of Trust* event that featured Donna Burnette last October.

Accomplishments

- Published four newsletters, distributed to all members and website guests
- Developed and administered annual Member Survey; developed action plans to enhance member value and implement high quality programs

- Marketed chapter's brand and increased chapter's visibility
- Built a social media presence, including Facebook, Twitter, and LinkedIn
- Directly aligned chapter's programs/events to ASTD Competency Model
- Developed succession plans for most VP positions
- Recruited and received chapter member approval for 2012 Board of Directors
- Achieved 100% Chapter Operation Requirement (CORE) status
- Achieved 35% Joint Membership, meaning 35% of chapter members were also members of ASTD National
- Increased member involvement in chapter committees and activities
- Recruited chapter members to volunteer/attend ASTD ICE (International Conference & Exposition) in Orlando, FL
- Processes documented for many chapter activities
- Creation of collaborative communications throughout all program-driven committees (i.e., Programs, eSIG, CMSIG, Professional Development)
- Conducted New Member Orientation for new chapter members as needed
- Conducted 12 Board of Directors meetings, one mid-year planning session, and one Board Advance
- Continued to enhance ASTD NEFL website with additional features including newly updated banner
- Promoted Employee Learning Week; received Mayoral Proclamation from Jacksonville Mayor, Alvin Brown
- Posted over 15 job listings on Position Referral page of website

Our chapter is and will continue to be very active, which creates lots of opportunities for all of us! Before I end my last newsletter, I would like to take a minute to thank each one of you for your membership and commitment to our chapter. Always know that what makes our chapter outstanding is each and every one of our members! Thank you from the bottom of my heart for your involvement in and commitment to the Northeast Florida Chapter of ASTD!

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.

Congratulations Linda Plummer!

Linda Plummer, SPHR, of Plummer & Associates was selected by the Society of Human Resource Management Jacksonville Chapter as HR Professional of the Year for 2011 in the less than 100 employees category. Please join us in congratulating Linda on her recent award.

Congratulations Marilyn Feldstein!

Marilyn won an award for The Excellence in Coaching and Mentoring at the UNF Excellence Awards in December. Marilyn had 50 clients that landed positions in the past year with significant salary increases. Please join us in congratulating Marilyn on her recognition.

UPCOMING EVENTS

There are many exciting events on our calendar.

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

ANNOUNCEMENTS

ASTD's International Conference and Exposition (ICE) will be held in Denver, CO, May 6-9. ICE features more than 250 educational sessions from industry-leading experts and a world-class EXPO filled with the latest products and services from top suppliers.

WANT TO ATTEND but have a small budget? VOLUNTEER! As an ASTD member, you get the opportunity to be a volunteer for the conference for a maximum of 2 days. Each day you volunteer, you receive a free one day pass to go to the conference. Volunteering also allows you to attend the rest of the conference for a discounted rate. To register as a volunteer for ICE 2012, go to <http://www.rsvpbook.com/event.php?409968>.

WANT TO ATTEND and get a discount? Want to attend the conference and not volunteer? Your chapter can save you up to several hundred dollars off your registration. If we get at least 5 members to register for ICE, our chapter can then register as a Chapter Team and get the chapter team discount. If you will be attending ICE, please contact Paul Stromberg at stromberg.paul@comcast.net.

Paul will let us know if we get enough attendees to register as a Chapter Team. Those who have already registered as an individual will receive a refund if we get enough to qualify for the Chapter Team discount.

For more information on ICE or to register, here is the link:

<http://www.astdconference.org/ice12/public/Content.aspx?ID=4663&sortMenu=102000>

Please remember to use the ASTD NEFL Chip Code, 9036, to register for ICE, when purchasing from the ASTD Book Store, etc. We earn cash back as a chapter whenever it is used.

PROCLAMATION

- WHEREAS:** Organizations throughout the Jacksonville community recognize the important connection between employee learning and achieving organizational goals; and
- WHEREAS:** Having a well-trained, informed workforce improves organizational performance; and
- WHEREAS:** Continued education and learning develops individual and organizational knowledge and expertise; and
- WHEREAS:** The American Society for Training & Development (ASTD), the world's largest association dedicated to workplace learning and performance professionals, has declared December 5-9, 2011 as Employee Learning Week, a time designated for organizations to recognize the strategic value of employee learning; and
- WHEREAS:** The members of the ASTD Northeast Florida Chapter are comprised of workplace training, learning and performance professionals; and
- WHEREAS:** These professionals, along with organizations throughout the First Coast region, continue to demonstrate their commitment to developing the skills of our workforce, thereby benefiting Jacksonville residents, local economy and our community as a whole.

NOW, THEREFORE, I, ALVIN BROWN, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim December 5-9, 2011 as

EMPLOYEE LEARNING WEEK

in Jacksonville and urge all citizens to help raise awareness about the importance of workforce development through participating in or organizing appropriate programs and activities.



IN WITNESS THEREOF, this *5th* day of *December*
in the year Two Thousand *11*

Alvin Brown
MAYOR

IDS CERTIFICATION OFFERED AT UNF



This graduate-level certification program helps participants develop an effective training system using the Instructional System Design (ISD) method of developing, implementing and evaluating all training materials to assure they meet the needs of the learners. This hands-on course is for people interested in business curriculum development, instructional design, training management, human resources and more.

The Instructional Systems Design Certificate course is comprised of 10 Monday sessions, Feb. 20 – Apr. 30, 2012, 6 – 9 p.m. The registration fee, which includes course workbook, is \$975.

For enrollment, or more information, please contact UNF Continuing Education at (904) 620-4200 or email unfce@unf.edu.

UNF HR PROFESSIONAL CERTIFICATION



UNF's HR professional certification course offers the most current instruction.

In partnership with the Society for Human Resources Management (SHRM) and SHRM Jacksonville, UNF Division of Continuing Education is proudly offering a new preparation course for the PHR or SPHR exam. Based on the SHRM Learning System, the PHR/SPHR Certification Preparation course provides instruction on the most up-to-date version of the HR Certification Institute Body of Knowledge and industry relevant information.

Participants will study six learning modules and complete a final review prior to the national exam-opening period. Individuals who complete all course requirements will be eligible for 4.2 CEUs and a certificate.

The PHR/SPHR Certification Preparation course is comprised of 14 Thursday sessions, Feb. 9 – May 17, 2012, 6 – 9 p.m. The enrollment fee, which includes all materials and instruction, for SHRM members is \$975, non-member enrollment fee is \$1075. For enrollment, or more information, please contact UNF Continuing Education at (904) 620-4200 or email unfce@unf.edu.

NEW MEMBER ORIENTATION COMING IN MARCH

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 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!

Our next orientation is scheduled for March with time, location and date to be announced.

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 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.

VOLUNTEER POSITIONS

Get Involved! *New volunteer opportunities available!*

Would you like to get more involved? Give back to your chapter and profession? Meet new people? Learn something new? Or just lend a helping hand?

We have exciting opportunities in many areas which include:

Technology (IT) Committee
Chapter Ambassadors
Membership Committee
Member Involvement Committee
Sponsorship Committee
Programs Committee
eLearning Special Interest Group (eSIG)
Project: Tom Kuhlman Event
Position Referral

To learn more, go to www.astdnefl.org and click on **Get Involved** on the left hand side. Or contact our VP of Member Involvement, Laura Steigelman, at memberinvolve@astdnefl.org.

OUR SPONSORS





Division of Continuing Education

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>