

## A Message from the President

Greetings ATD Memphis Members,

Time flies when we are having fun! We have already had three excellent presentations so far this year – “Be Your Own Training Video and e-Learning Voice over Artist”, “So You Want to Be a Consultant? - The Life of a Consultant: Glamor, Panic, and Everything in Between”, and “Effectiveness through Coaching.”

I also would like to share with you that we are on target to change our name to Association for Talent Development (ATD) Memphis Chapter. We have already completed the paperwork at State of Tennessee and have changed the names of our accounts, email addresses, and our website – now **tdmemphis.org**. The voting to adopt the new Chapter Bylaws will occur in our April luncheon. Our new website will be launched in May with a brand new marketing campaign.

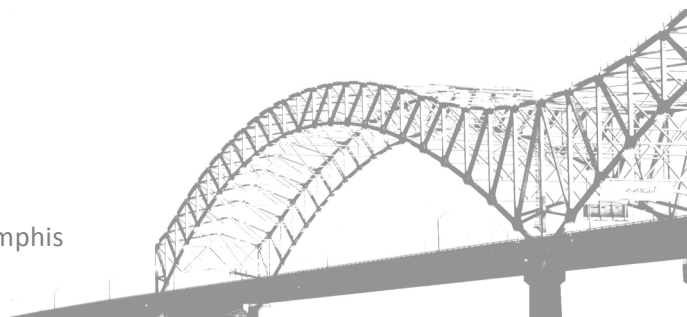
The Chapter Incentive Program (ChIP) is an easy and viable way to earn money without creating a lot more work for the chapter. We just need to remember that our **ATD Memphis Chapter code is CH4110**. Anytime you order or pay for anything at ATD National, please remember to use our Chapter code [**CH4110**], so our chapter will receive a percentage of your purchase.

One of the challenges in our workplace and learning field is to understand the training from the view of the learner. Our upcoming April luncheon presentation topic is “How Do Sales Professionals Like To Be Trained?” on April 14, 2015 at 11:30 a.m. We invite you to join us for some helpful insights around this topic. To register for this event, please visit to our website **tdmemphis.org**. I look forward to seeing you there.

There is still time to join the Adobe Captivate Workshop featuring well-known speaker Joe Ganci in May. You can attend the workshop one day, two days, or the full three days. Also, we invite you to attend an e-learning round table discussion and dinner featuring Joe Ganci, Kevin Thorn and Bob Taylor, moderated by Dr. Trey Martindale. Please visit **tdmemphis.org** for detailed information.

Finally, our ATD Memphis Chapter is need of your help. We urgently need assistance with the Logistics Chair and Networking Chair positions. If interested in serving on the board, you can reach me at 372-5683 or by email at [president@tdmemphis.org](mailto:president@tdmemphis.org). I look forward to hearing from you.

Dickmar Tejada  
President  
ASTD Memphis Chapter



## Upcoming Events

### How Do Sales Professionals Like to Be Trained?

April 17th, 2015 | 11:30 – 1:00 pm  
Bethel University, 5885 Ridgeway Circle  
Registration: [tdmemphis.org](http://tdmemphis.org)



We all know that training must meet the needs of the organization. But what about the needs of the learner. In this dynamic session, you will see the importance of meeting one type of audience - sales professionals - at their level of need. See how the training should look from their point of view. Consider how to use available tools to engage sales teams.

While this session focuses on sales professionals in particular, the information presented can be applied to most occupations.

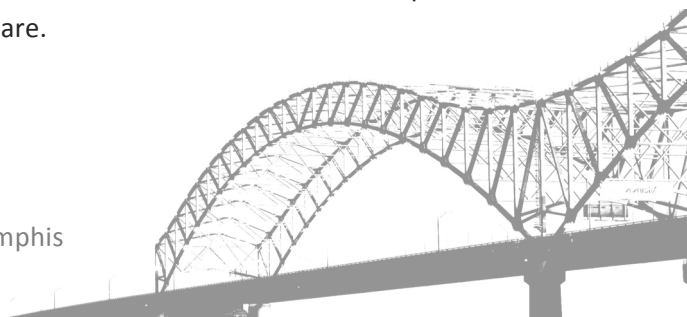
#### About the Speaker: Pattie Barnes

National Sales Director for SpokenHere Communications. How unique that my career is broken into 15 year segments. For my first 15 years I worked as Formulations Chemist for Maybelline. I spent the next 15 years in sales in the printing industry. My last 15 years have been in the language industry beginning with sales and now as the Sales Director for SpokenHere.

### Adobe Captivate Workshop Featuring Joe Ganci

May 4-6, 2015 | 9:00 am – 4:00 pm  
Bethel University, 5885 Ridgeway Circle  
Registration: [tdmemphis.org](http://tdmemphis.org)

Dive in and learn how to use Adobe Captivate in this hands-on series of workshops. You don't need any experience with this engaging software to join the class; learn beginning and advanced techniques along with best practices. Get slick production tips, tricks and best practices that will make your e-learning the best it can be. Receive expert guidance on building lively customized interactions, screen characters, innovative quizzes, high-quality recording, and effective collaboration with other software.



## Upcoming Events

### E-Learning Round Table Discussion and Dinner

May 6, 2015 | 6:00-9:00 pm  
Bethel University, 5885 Ridgeway Circle  
Registration: [tdmemphis.org](http://tdmemphis.org)

ATD Memphis is pleased to offer you an opportunity to meet and interact with *three noted e-learning thought leaders* who are well-known and highly respected throughout our industry. There won't be any presentations to sit through. Instead, you will be able to interact with these key leaders in a 90-120 minute moderated panel discussion about anything related to e-learning. You will also have time to network with other training and development professionals. Dinner is included in the registration price.

#### PANELISTS



*Panelist*  
Joe Ganci  
President  
eLearning Joe



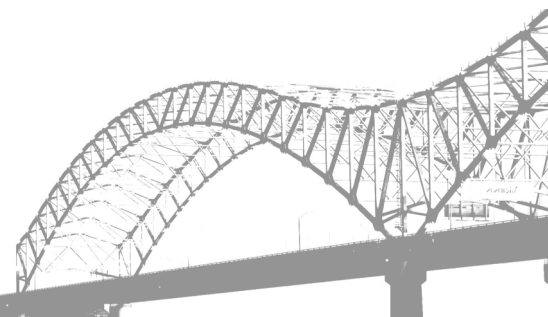
*Panelist*  
Kevin Thorn  
Owner  
NuggetHead Studioz



*Panelist*  
Bob Taylor  
Founder and CEO  
Orgwide Services



*Moderator*  
Trey Martindale, Ph.D.  
Associate Professor  
U. of Memphis



## New and Renewal Members

### Thank you!

On behalf of our chapter we want to express our thanks to the people who either joined or renewed their membership during March 2015.

#### NEW MEMBERS

Adriana Rodriguez  
Christi Stewart  
Jimmy Love  
Reiko Leflore

#### RENEWAL MEMBERS

Bill Burtch  
Jennifer Carpenter  
Judith Bookman

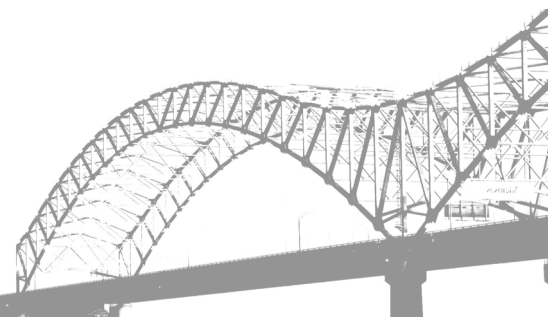
Kelly Smith  
Robin Thomas  
Steven Johnson

## ATD Memphis News

### You Asked... We Answered

In late 2014, ATD Memphis conducted its survey of members to find out what YOU want from your chapter. We heard you loud and clear. E-learning was among the top three topics, and here's how we're responding to your requests. On May 4-6, we're offering three intensive days of Adobe Captivate training featuring Joe Ganci, a widely respected thought leader and guru in the e-Learning industry. Joe has created thousands of hours of training with Captivate, and writes regularly and speaks at national conferences about Captivate and other tools. If you're going to learn Captivate from an expert, they don't get any better than Joe! On the evening of May 6, plan on joining us for our E-Learning dinner and panel discussions with three key leaders in our industry: Joe Ganci, Kevin Thorn, and Bob Taylor. Each of these gentlemen has produced thousands of hours of e-Learning, have formal backgrounds in education and training, and are well known thought leaders, speaking at national conferences, writing various books and articles, and helping to shape not only e-learning, but the entire learning industry. And we're also very pleased to announce that Dr. Trey Martindale, Associate Professor for the Instructional Design and Technology Program at the University of Memphis will serve as the moderator for this event.

*Additional information is available on the website, **tdmemphis.org**, and the special e-learning section of the newsletter.*





## Member Spotlight

### Lori Oliver



Lori Oliver is a Learning Specialist for MicroPort Orthopedics. Although she has only been in this position for 9 months, her lifelong passion has been in learning and

training. In previous positions with the company, she conducted numerous training sessions, and developed training materials and tutorials for document management software, and quality systems.

Lori received her Bachelor's Degree in Computer Art from the Memphis College of Art in 2004. This degree incorporated both graphic design elements and fine arts. In 2010, Lori obtained her Master's Degree in Adult Education and Training from University of Phoenix. This degree combined with work experience, landed her in the Learning Specialist position.

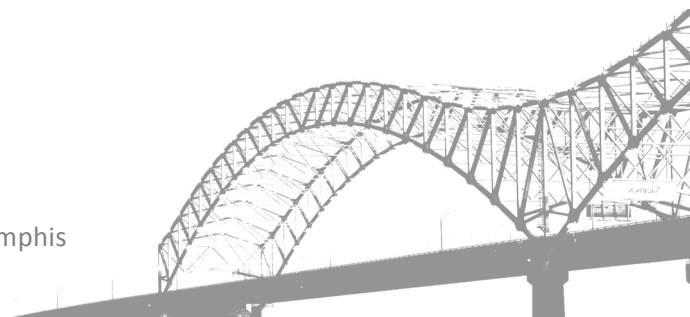
In 2014, Lori joined with a team to start a Toastmaster's club at MicroPort. She is honored to have been chosen president and seeks to share her enthusiasm with potential and new members. Since the inception of the club, membership has grown to 25 people and is expected to continue growing as new members realize the value of skill

development available through club membership share and this information with others who may benefit from such skills.

Since joining the Learning & Development Department at MicroPort, Lori was instrumental in developing and implementing a new employee orientation program. With the input of key stakeholders, and the skills and knowledge of Lori's manager, a day-long orientation was developed. This orientation filled a huge gap in the onboarding process at MicroPort.

Recently, Lori completed the Certified Instructor Program. This 20-hour program provided the learners with the skills needed to develop a curriculum, training materials, presentations and delivery of training. Those who attended this training will use this knowledge to train others throughout the company on a variety of topics. Lori will also attend the Master Trainer Program later this year.

A lifelong Memphian, Lori now lives in Bartlett with her husband, her son, her daughter, and her 3-year-old grandson. She also has two stepchildren and a 6-year-old step-granddaughter, who live in Massachusetts.



## Get Involved with ATD Memphis

### Calling All Presenters!

ASTD Memphis is seeking **presenters for luncheons** throughout 2015. If you or someone you know can share expertise in one of the following fields, please contact our 2014 VP of Programs, Chuck Jones, at [programs@tdmemphis.org](mailto:programs@tdmemphis.org).

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management

### Member Recognition

If you are interested in nominating someone for the **monthly member spotlight**, please email us at [marketing@tdmemphis.org](mailto:marketing@tdmemphis.org) with a brief bio and professional headshot. Each month we will select and recognize one member from the local chapter. This is an excellent opportunity to get to know others in the organization and grow your network.

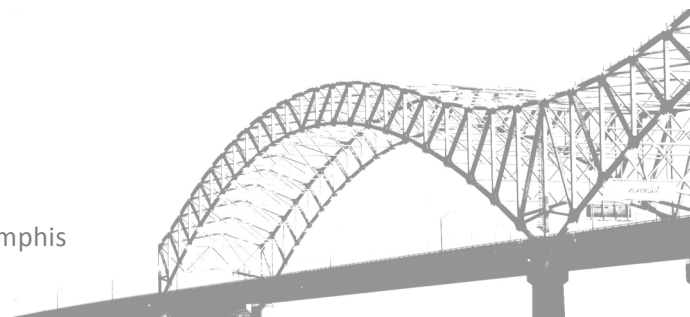
### Newsletter

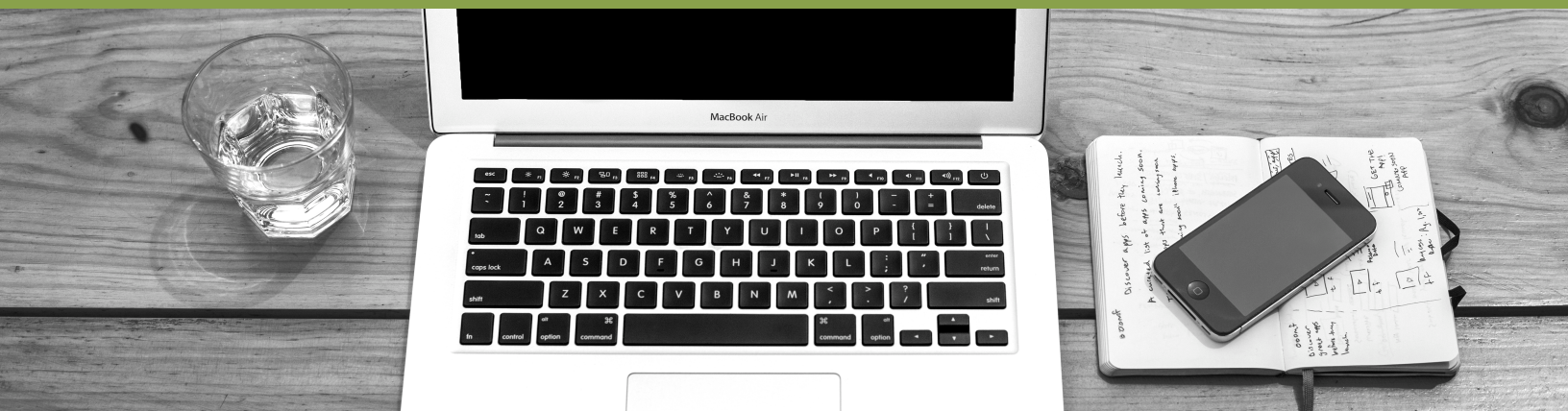
ATD Memphis is searching for training and e-learning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to [newsletter@tdmemphis.org](mailto:newsletter@tdmemphis.org).

### Join the Board

We have vacant positions, **Networking Chair**, **Student Relations Chair**, and **Logistics Chair**. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

*Send an email to [president@astdmemphis.org](mailto:president@astdmemphis.org) if you are interested in getting involved.*





## My Experience with Adobe Captivate

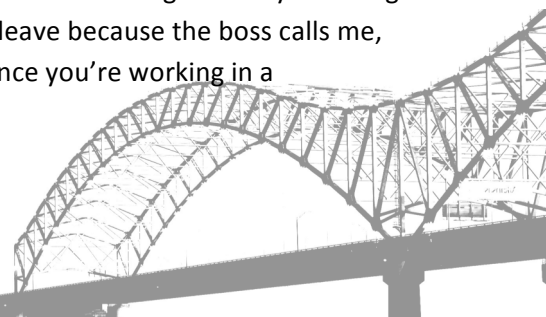
BY CHUCK JONES

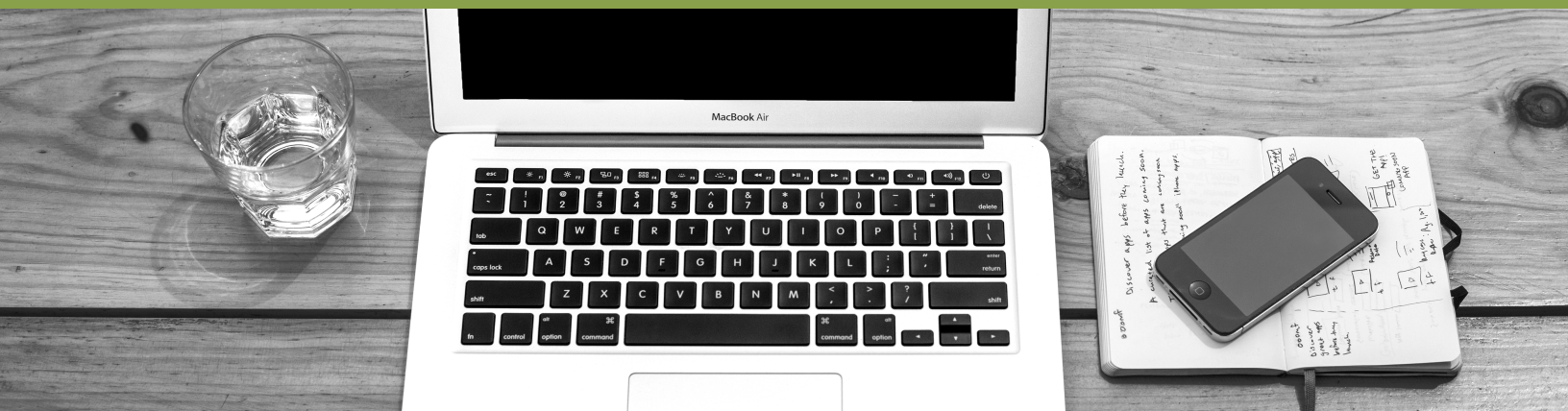
I've been a regular Adobe Captivate for about 8 years now, starting with version 3. I first explored version 3 and created a small project, and became a regular user with version 5. Now they're up to version 8, and I *absolutely love* this product (begging the forgiveness of my high school English teacher who taught me "we like things, we love people"). Okay, so I *seriously like* this product. Let me tell you why!

When I first started creating e-Learning (way back in the year 1998), I produced the typical "text and next" screens. My subject-matter expert handed me a PPT which I imported into Captivate, and maybe added a few text boxes and graphics. I'd add Next and Back buttons to each screen for navigation, then add a level 2 quiz at the end of the course. And after doing that, I thought I knew everything I needed to know about this tool. **WRONG!**

On subsequent projects, I began adding some interactivity: call-out boxes, click interactions, pop-up windows, perhaps an interaction or two from the Adobe gallery – and I was following the age-old axiom of incorporating some type of interactivity every third slide. Wow, I was on a roll! And this was great for the mandatory training courses which, let's face it, most people just click the Next button to get through anyway. (Yes, I know you've done that once or twice!)

And then I started my new job, where people were taking the training I developed NOT for completing any mandatory requirements, but rather to actually learn a new task or improve their current performance. What a difference! In my new role, people were using software and systems which were new to them. Captivate is *perfect* for teaching that. By clicking three checkboxes in my preferences settings, I was able to record actions on the screen and create three types of training at one time: show me, tell me, and let me try. What's the difference? Pretend I'm sitting at the computer and you're in the chair next to me as you watch me perform a task. That's "show me." Now, imagine *you're* the one in front of the computer, and I'm sitting next to you telling you what buttons to press or what to type. That's "tell me." Finally, if I have to leave because the boss calls me, that leaves you to perform an activity on your own. That's "let me try." But – since you're working in a





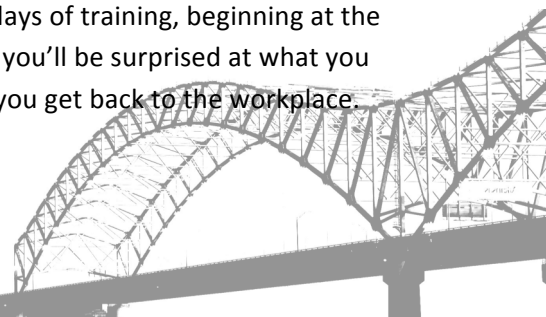
simulation of what the software can do, it's okay if you make a mistake. The simulation created in Captivate provides you a safe environment in which to make mistakes – and even fail altogether – because the simulation you create provides your learner feedback to move forward. And you, dear reader, can build this type of activity in Captivate – very easily I might add.

Taking it a step further, you can create glossaries, menus, games, etc., with Captivate. The sky is pretty much the limit. You can build advanced interactions, add some Javascript if you're really geeky, and add audio and video to your projects.

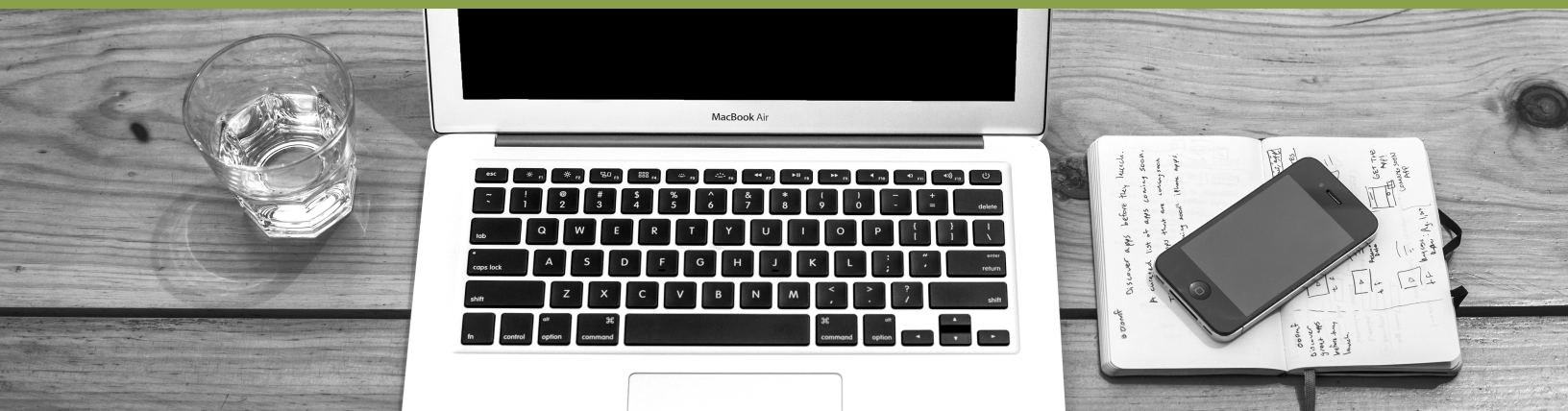
And then there's Captivate 8, a whole new makeover of an already cool product. How many devices do you have? A personal computer? A tablet? A cell phone? Which do you use the most? The good folks at Adobe realized that more and more people are taking training on mobile devices and so they developed Captivate 8 with "responsive design" in mind. Responsive design allows you to create a course one time so that learners can take them on desktop and mobile devices. You've probably looked at an older web page on your phone and had to pinch and swipe to zoom in to see just a tiny portion of the page. Responsive design prevents that – allowing you to see everything optimally on every device. In earlier versions of Captivate, you would have had to develop the same course three times. Captivate 8 makes it so you have to design your course only once. I love it (okay, I like it a lot – with respect to my high school English teacher again.) I know you will too.

So let's recap. You can use Captivate 8 to develop courses including text and graphic with a next button (and import PowerPoint slides to help you get started), you can use it to add interactivity to e-learning, you can use it to record software simulations (show me, tell me, let me try), and you can use it to create responsive learning. If you've never used Adobe Captivate, there is a learning curve to Captivate. And even if you are familiar with the product, there is an apples/oranges difference between previous versions and Captivate 8, so you'll most likely benefit from training as well.

That's why the ATD Memphis chapter is very pleased to offer Captivate 8 training to those in Memphis and the entire Mid-South for that matter (although if you want to come from California, or Boston, or Canada, or anywhere in between, we won't turn you away.) We're offering three intense days of training, beginning at the beginning. No previous experience necessary. And by the end of the third day, you'll be surprised at what you can accomplish – and how you will be able to apply your new knowledge once you get back to the workplace.







Now, I would absolutely be remiss if I did not speak briefly about your instructor. Joe Ganci ([www.elearningjoe.com](http://www.elearningjoe.com)) has been in this business a long time. He's been recognized with a lifetime achievement award for his work with e-learning development and is a Guildmaster with the e-Learning Guild. He's a regular contributor to Learning Solutions Magazine, a regular speaker at national conferences, and he's built thousands of hours of e-learning! He's the guy the professionals go to when they're stuck, and he's coming to Memphis to teach us! In fact, he's a thought leader and guru not only for e-learning, but for the overall training and development industry.

We hope you'll be able to join us for this three day session May 4-6 at Bethel University in Memphis. It is our distinct privilege to bring this to you. All of the particulars including a detailed outline of what you'll learn over the three days, location, cost, and registration link are available at [www.tdmemphis.org](http://www.tdmemphis.org). Sign up today!

### **Come one, Come All to Adobe Captivate 8 Training, Joe Ganci**

Hello ATD Memphis and those in the surrounding areas. I'm looking forward to meeting you at the three-day Adobe Captivate 8 workshops May 4-6. Join us as we learn to develop Captivate training that is different than your standard fare, creating very powerful and effective training with Captivate. In the meantime, I encourage you to check out three articles I've written for Learning Solutions Magazine about Adobe Captivate 8 and its updates. Check them out, and I look forward to seeing you on May 4. Visit [www.tdmemphis.org](http://www.tdmemphis.org) for a complete course agenda and to register.

#### **My Initial Review of Captivate 8:**

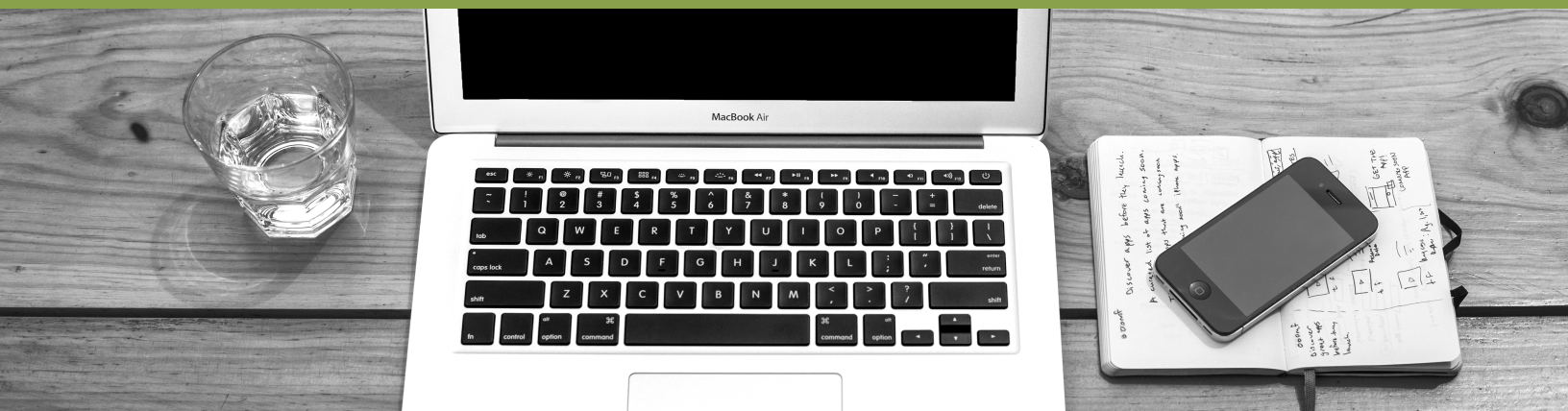
<http://www.learningsolutionsmag.com/articles/1429/toolkit-adobe-captivate-8a-huge-leap-forward>

#### **A follow-up:**

<http://www.learningsolutionsmag.com/articles/1429/toolkit-adobe-captivate-8a-huge-leap-forward>

#### **And yet another that explains all the updates in version 8.0.1.242 in this general update article:**

<http://www.learningsolutionsmag.com/articles/1660/toolkit-its-march-madness-catch-up-time>

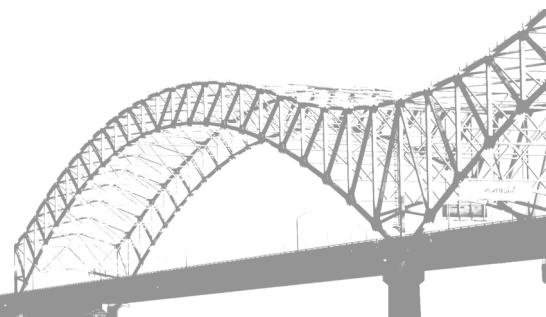


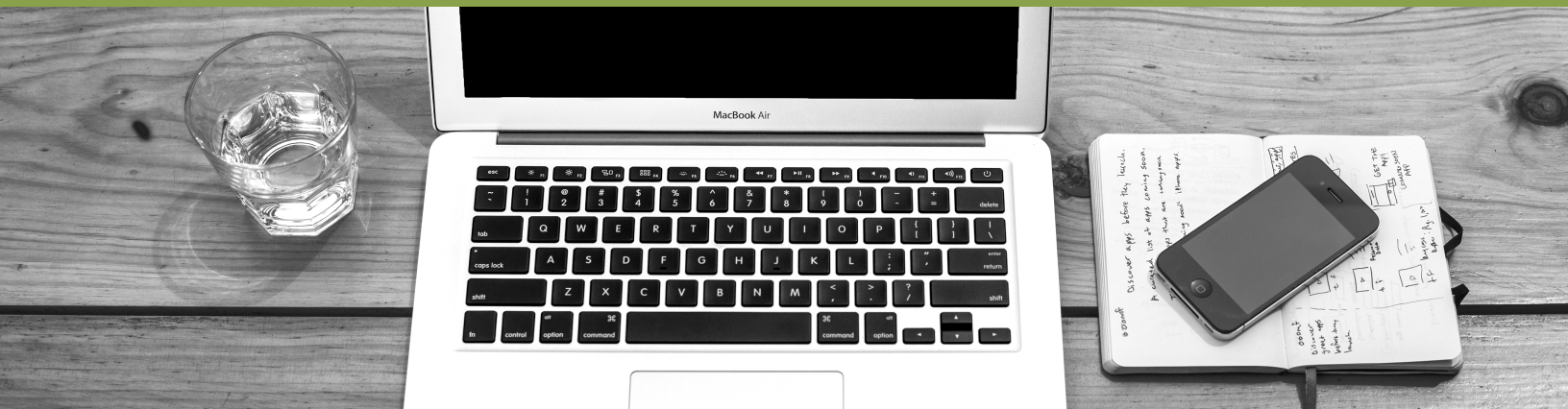
## Talk to the Experts

BY CHUCK JONES

I've been creating e-learning since 1998, and I've had the chance to talk to some folks or attend presentations over the course of the past 17 years, picking up tips and tricks along the way. But I've never been presented an opportunity like what ATD Memphis is making available to you. I've met three kinds of folks as an e-learning developer. The learner – the person taking the course who has provided me direct feedback about how I can make my courses to improve their personal learning experience. Other e-learning practitioners – those like me who are creating e-learning who have shared the same triumphs and tragedies – who have helped me learn and whom I have helped teach. And then there's a whole other category of folks: the thought leaders. These are the people who, through years of experience, have become the movers and the shakers of this industry. They have the ability to see beyond the project level and are more focused on - and in tune with - the direction of our field and its impact on performance.

I like to talk, I'll admit that. But when I'm in the presence of a thought leader, I'm all ears. I may ask a question here and there, but I let that person do most of the talking – because they generally have a lot of good stuff to say. (I was in the presence of one such thought leader just last week on a shuttle ride to the Orlando airport, and he was telling those of us on-board about evidence-based training theory. I learned a lot in that 40-minute ride!) If being in the presence of one thought leader helps you gain new insight, image what it would be like to be in the presence of three of them at the same time – asking questions and engaging in a dialogue about anything and everything related to e-learning! ATD Memphis is giving you this opportunity on May 6, with an e-learning dinner and discussion – with a two-hour moderated question and answer period.



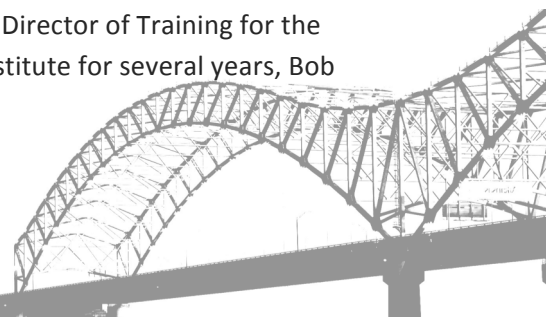


Who are these thought leaders?

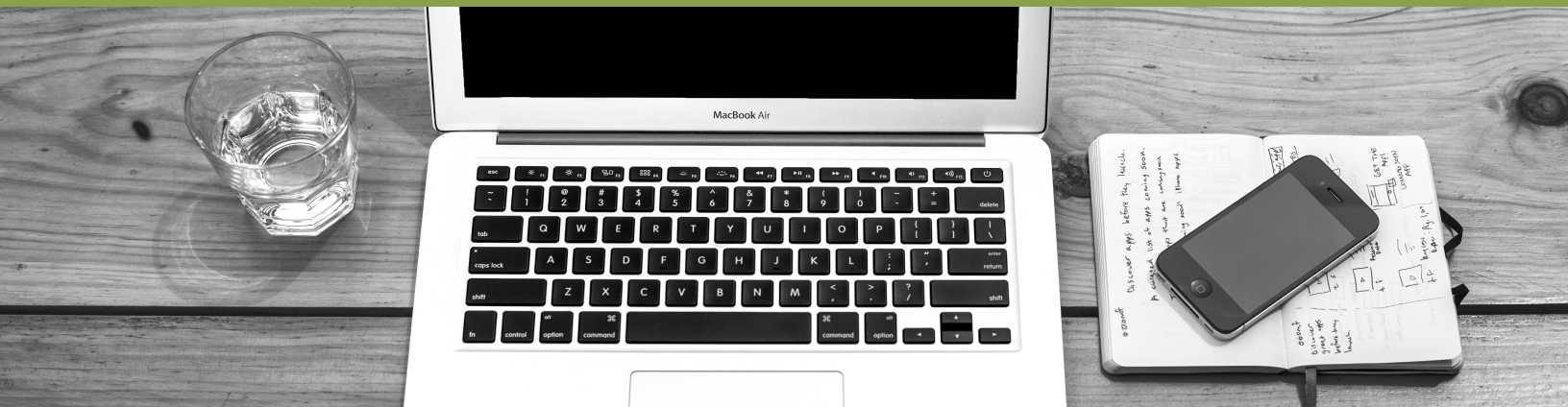
**Joe Ganci**, president of eLearning Joe, a custom learning company. Since 1983 he has been involved in every aspect of multimedia and learning development. Joe is considered a guru for his expertise in eLearning development, and he consults with clients worldwide. His eLearning tool reviews appear each month in Learning Solutions Magazine, and he has been the recipient of several awards for his work in eLearning, including being selected as an eLearning Guild Master. His mission is to improve the quality of eLearning with practical approaches that work. He loves to help others achieve their goals. (Joe is also teaching a three-day Adobe Captivate workshop in Memphis – check the ATD Memphis website for more info.)

**Kevin Thorn**, Chief NuggetHead and Owner of NuggetHead Studioz, is an award-winning eLearning designer with over 30 years' experience in the training industry, with the last decade in eLearning. After retiring from the Army as a trainer, Kevin earned a Technology Management degree in pursuit of an IT career. When his interest in technology mashed with his passion for training, he found a new career in eLearning. Kevin's experience in instructional design, storyboarding, eLearning development, LMS implementation, illustration, graphic design, storytelling, cartooning, and comics provides an awareness and knowledge to successfully work any eLearning project from cradle to grave.

**Bob Taylor**, Founder and CEO of OrgWide Services, brings 35+ years of hands-on management, real-world leadership, and business experience to OrgWide Services. With 1,000+ relevant training and development projects to his credit, Bob brings a breadth of experience and perspective shaped by a clear understanding of what's possible and what works. A former Sr. Manager in FedEx's world-recognized Leadership Institute, Bob first learned the leadership trade by practicing and applying his lessons in the trenches. After an impressive career in operations, Bob was invited back to headquarters to train and develop other leaders at the Leadership Institute. As a result of Bob's success at FedEx's Leadership Institute, and specifically his work in the area of organizational diversity and inclusion, he was asked to help found and serve as Director of Training for the Memphis Race Relations and Diversity Institute. In 1995, after managing the Institute for several years, Bob







launched RFTaylor & Company, a management and training consultancy serving such corporate clients as Emerson Electric, FedEx, Hilton Corporation, and Nike, Inc., to name a few.

And if that's not enough, this entire discussion will be moderated by **Dr. Trey Martindale**, Associate Professor in the Instructional Design and Technology (IDT) program with the University of Memphis.

Between the three of these experts – and our panel moderator – there is no question related to e-learning that they can't answer. Whether you're starting a new program, want to improve an existing one, want to know more about instructional design related to e-learning, or e-learning tools . . . anything related to e-learning, be sure to bring your questions.

Dinner will consist of brisket and chicken with all the sides. Additional information including cost and registration is available at [www.tdmemphis.org](http://www.tdmemphis.org).

