
Message from the President

Start Smart ... Finish Strong!



Greetings,

Spring is in the air and we should start seeing April flowers. It is my favorite time of the year, everything is new again. The weather is not too hot, not too cold. Even though we have been experiencing some unusual and unexpected weather, it is nothing compared to the devastation in Japan. Let us all be thankful and continue to keep Japan in our thoughts and prayers.

On a happier note, what have you been doing to prepare to finish strong this Spring? Well your ASTD Board has been working to bring some new and exciting networking and professional development opportunities your way. We have started a CPLP study group lead and hosted by our own Leonard Cochran and Steven Aronson. If you have been thinking about getting your CPLP or started and cannot finish, here is your opportunity to get those much needed credentials in the area of Learning and Performance. For more information, send an email to programs@astdmemphis.org.

I hope you attended and enjoyed last month's luncheon "Flexing Instructional Design" with Sharon King. This month's professional development luncheon will be April 12 with Bill Stetar from the University of Tennessee presenting "Training is Not the Answer". Bill will help us distinguish between a training needs analysis and a true needs analysis and explain performance-centered needs analysis. Also, join us on April 28 at Amerigo's Restaurant for some fun networking and Master Mind Group book discussion. Visit our website at www.astdmemphis.org for more information on these events. The ASTD 2011 International Conference & Exposition is May 22- 25 in Orlando, FL. If you are a member of ASTD National or a student, you get to attend at a discounted rate. Remember to use our chapter code CH-4110 to make sure we take advantage of incentives for our chapter. Please check the ASTD website at www.astd.org for more information.

ASTD Memphis will be unveiling a new website very soon. We are so excited and hope you will be to. We are in the process of migrating information from the old website to the new website. To help us with the migration, please make sure we have your most up to date information. You can update your profile from our website. If you have trouble accessing the site, please notify membership@astdmemphis.org. You will be receiving communications over the next few weeks with expected changes to the new website.

I look forward to networking with you soon! Start Smart . . . Finish Strong!

Debra Bennett
Chapter President

Just for Today

Just for Today

I will live through the next 12 hours and not try to tackle all of life's problems at once

Just for Today

I will improve my mind. I will learn something useful.
I will read something that requires thought and concentration.

Just for Today

I will be agreeable. I will look my best, speak in a well modulated voice, be courteous and considerate.

Just for Today

I will not find fault with a friend, a relative, or a colleague.
I will not try to change or improve anyone, but myself.

Just for Today

I will do a good turn and keep it a secret.
If anyone finds out, it won't count.

Just for Today

I will have a program. I might not follow it exactly, but I will have it.
I will save myself from three enemies:
hurry, indecision, and procrastination.

Just for Today

I will do two things I don't want to do,
just because I need the discipline.

Just for Today

I will believe in myself. I will give my best to the world and feel confident that the world will give its best to me.

Upcoming Events

CPLP Study Group



Group Leader: Leonard Cochran

Dates: April 11th – September 26th
(2nd and 4th Mondays)

Time: 5:15 p.m. – 6:30 p.m.

This is the first of 13 study sessions to prepare ASTD members studying for the CPLP exam. The location for this session has been set. Contact Steven Aronson at 628-3707 for details.

April 12th - Training is Not Always the Answer

Date: Tuesday April 12, 2011

Location: Holiday Inn Select Hotel
5795 Poplar Avenue
Memphis, Tennessee 38119

Time: 11:30 a.m. - 1:00 p.m.



Bill Stetar, HPT Lead Consultant at the University of Tennessee Center for Industrial Services, will be discussing how to:

- Distinguish between training needs analysis and true needs analysis as the terms pertain to helping define organizational learning and performance needs.
- Explain how performance-centered needs analysis provides a pathway to resolve performance issues and solve problems.

As always, we've made it easy for you to register and pay using PayPal. Just visit www.astdmemphis.org and click on the desired hyperlink in the Upcoming Events column.

Because our chapter is charged for all meals based on reservations received, it will bill members who make a non-Paypal reservation and do not attend the meeting. To avoid this necessary billing, please cancel your reservation by emailing logistics@astdmemphis.org at least 24 hours before the event.

Upcoming Events

April 28th – Master Mind Book Discussion

Join us for the next ASTD-Memphis Master Mind Group book discussion, good food, and networking!

Date: Thursday April 28, 2011

Location: Amerigo's Restaurant
1239 Ridgeway Rd, Memphis, TN 38119

Time: 5:30 p.m. - 7:00 p.m.

Book: Switch: How to Change Things When Change is Hard

Author: Chip Heath and Dan Heath, 2010



This book offers insight into why it is difficult to motivate change and why many change initiatives fail. We often go about motivating change by providing all of the rational reasons that people should change. While this may work for a while, it often fails in motivating long-term change. The authors offer new strategies for designing a more successful change by engaging the emotional brain, by making the destination clearer, and removing barriers from the path. The book is an engaging read with lots of interesting examples and supporting data.

No charge for this professional development event. Each person can place their own order from the Amerigo's menu. Come ready to enjoy good food, good camaraderie, and discussion of an interesting and useful book.

Email Sheila Bentley with any questions at: bentleysc@aol.com

May 10th - The E-Learning Network

Dr. Trey Martindale will talk about the current courses and degree plans of the Instructional Design and Technology program at the University of Memphis and how they apply to learning professionals. He will discuss areas of faculty expertise and research, and highlight two initiatives:

1. The E-learning Network: a collection of learning and development professionals in the Memphis area who meet monthly for a free presentation and discussion on a topic related to e-learning. More information at <http://eln.teachable.org>.
2. The IDT Studio: a not-for-profit instructional design and consulting service run by advanced IDT graduate students at the University of Memphis. More information at <http://idtstudio.org>.



Welcome New and Renewal Members

On behalf of the chapter, we want to express our thanks to the people who either joined or renewed their membership during 2011.

NEW

Judy Bookman
*Training and Marketing Manager
Concern EAP*

Carlos Alvarez
*Multimedia Programmer
TV II Multimedia*

RENEWAL

January 2011

Sheila Bentley
*President
Bentley Consulting*

Pattie Barnes
*Regional Sales Manager
Spokenhere Communications LLC*

Sharon King
*Learning Specialist
ACCREDO*

February 2011

Stacy Clayton
*Instructional Designer
Methodist Le Bonheur*

April Jackson
*EUC Support Specialist III
Methodist Healthcare*

Valerie Lipe
*Instructional Designer
Smith & Nephew*

Suzanne Ochs-Fisher
*Director
FedEx Services*

Kathleen Wilcher
Games Workshop

Darrell Uselton
*Corporate Training Manager
Barnhart, Crane & Rigging*

Steve Johnson
*Recruiter / Outplacement Consultant
Career Management Services*

Jeffrey R. Fendley
*Training Director
Merry Maids*

March 2011

Michele Billings Holifield
Administrator/Manager

Lynn Norfolk
*Training Manager Corp/Field
American Home Shield*

Michael Law
*VP of Human Resources
Memphis Goodwill*

Dickmar Tejada
*Training Development Specialist
Memphis Light, Gas & Water Division*

Meet one of our Active Chapter Members!!

Judy Bookman



Judy Bookman, MA, LCSW, is a workplace consultant, working with municipalities, professional practices, educational institutions, and service, entertainment, and manufacturing businesses throughout the Mid-South. Judy facilitates over 300 workshops and seminars annually on topics as varied as “Drug Free Workplace,” Harassment, and “Leading a Stress-Less Life-What Will I Do Instead of Worry?”. She also specializes in executive coaching, workplace strategies, and conflict negotiations. Judy has administrative and mental health experience with both private, non-profit agencies; for-profit services; and government facilities.

Judy is a new member of ASTD. In the past she has served on the steering committee for the Directors of Programs and Services for the National Alliance for Children and Families, as Chair of the Southwest Tennessee AIDS Care Consortium, as a mental health consultant for Shelby County Head Start, Inc., as president of the Bornblum Solomon Schechter School; and as a reviewer for the National Council on Accreditation. Currently, she is the president-elect of Beth Sholom Synagogue and is a member of the board of Plough Towers. In addition, she has been an adjunct faculty member at the University of Tennessee College of Social Work. For many years she wrote a monthly column for Memphis Parent Magazine called, “Ask Judy,” and she is currently a regular contributor to Fox 13’s Morning News show as a workplace consultant. Bookman has been a featured speaker for a number of organizations, including SHRM, the Mississippi Payroll Association, the City of Memphis, Shelby County Schools, and the City of Nashville. In the past, she has presented seminars for United Way’s Management Assistance Program and the Mental Health Association of the Mid-South. She has advanced degrees from Emory University and the University of Tennessee and has done post-graduate work at University College in London, England.

On a personal note, Judy is the mother of two tax-paying daughters, a great mother-in-law who never interferes, Nana to a little guy named Noah, and ex-wife to a man who probably regrets leaving. She also has a super hound named Gavin, who doesn’t snore or leave his dishes in the sink. Her hobbies include baking, cooking, art collecting and playing the piano. She is fortunate to have wonderful relationships in her life but is still disappointed that she is not taller--and better looking. She has now reached that enlightened time when she recognizes that life is no fun without other quality people to share it with, and that we are all more alike than we are different. With several medical ailments that cause her to go to bed grouchy and wake up grumpy, she still thinks of herself as an old Timex, who can take a lickin’ and keep on tickin’.

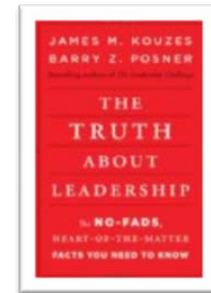
Good Books/Readings for Learning Professionals!

The Truth About Leadership: The No-Fads, Heart-of-the-Matter Facts You Need to Know

James Kouzes and Barry Posner (2010)

Book Review by Jeff Fendley

There are many books on the topic of leadership, but often these are simplistic or not backed with facts. Having benefited greatly from Kouzes and Posner's classic, [The Leadership Challenge](#), I was interested in what more they could say. In this small volume, they reveal ten time-tested truths that every leader should be aware of and practice. These principles are based on thirty years of research, more than one million responses to Kouzes and Posner's leadership assessment, and hold true in any context. The truths are reinforced by real-life stories that are global and cross-generational. Here are some of my favorite truths:



Truth Four: Focusing on the future sets leaders apart. The ability to imagine and articulate an exciting future is a defining competence of leaders. Being forward-looking is second only to being honest as the most admired leader quality. This is not something people expect from a colleague, but they definitely expect it from leaders. To envision the future requires a leader to spend more time reading, reflecting, and talking about the long-term view. Leaders must be positive about the future to make a positive difference.

Truth Seven: Challenge is the crucible for greatness. All leaders face challenges. Challenges remind us what is important and where we want to go. Embracing challenges open us to all kinds of new and exciting possibilities for the future. Leaders take charge of change. They learn to bounce back from failure and learn from mistakes. No one ever gets anything extraordinary done by keeping things the same.

Truth Nine: The best leaders are the best learners. To become a strong leader, you must want to excel and be devoted to continuous learning and practice. Leadership can be learned in various ways. What is more important than the style of learning is the extent to which individuals engage in learning. The best leaders are committed to continuous improvement and are open to the many opportunities to learn to lead.

Both seasoned and aspiring leaders will benefit from this book. The authors demonstrate the power of these ten truths. You'll be inspired by the stories, not just of well-known leaders but ordinary people who are making a difference in their workplace and community. I would recommend you read the book slowly, reflecting on one truth at a time and considering how put it into practice.

If you would like to share with our ASTD Chapter members a good book summary and/or an article, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated.

You Should Have Been There! – March’s Luncheon Summary

How to Design Instruction Professionally in a Hurried World
Presenter: Sharon King, M.Ed.

Review written by Dr. Sylvia Joure

Our speaker reviewed the ADDIE model and participants readily recited the steps that match the acronym.

- A** Analysis or needs assessment phase in which data is collected to identify knowledge or skill gaps. If this stage suggests that the problem is not something addressed by training, then another intervention is appropriate. Sharon mentioned that often the research step received “short shrift” in many ADDIE assessments.
- D** Program Design, step in which decisions on course goals, objectives and a summary of content with methods of delivery are prepared.
- D** Program Development, period of time in which materials are created, modified or purchased that meet objectives. Often with minor modifications materials exist that will meet objectives and save time and money.
- I** Implementation of Programs, segment in which the program is delivered and includes pilots, revisions, scheduling and learning environment.
- E** Evaluation of Programs, point at which program results are compared with the original objectives to determine if the needs were met.

SHORT CUTS or Flexible Designs

After reviewing the model, Sharon talked about ways to react quickly to training requests. Often line managers want additional training NOW and do not want to spend time conducting an assessment or analysis of the issues. She asked her audience how they handled quick turnarounds, and Sharon and they came up with several examples and suggestions. To short circuit the assessment phase and collect information on the actual problems, she might call subject matter experts, personal contacts, other managers or colleagues in the area. She mentioned that often previous research existed that could be helpful and quick surveys of the target audience could be done using techniques such as survey monkey. Also, conducting a training program with research hidden in it was another strategy that she successfully used to define the real problems. The design phase could be shorted by recycling modules from other programs or hiring a consultant or facilitator (the latter two if you have more money than time). For time reduction in development, she used actual job materials and facilitated a group working their way through the information as a training class.



Sharon discussed pertinent questions to ask when shortening steps in the ADDIE process: Which step in the process am I shortcutting? Why? Can I sell a larger version that would better meet the customer’s needs? Can I simplify the program and keep the integrity of the course or intervention? Do I have more money than time? How can I hide one step inside another? What motivates the customer? In summary, trainers must maintain a balance between professional standards and flexibly meeting the quick turnaround demands of customers and decision makers.