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*Message from the President*

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## Start Smart ... Finish Strong!

Greetings ASTD Memphis Members,

I hope each of you are finding ways to keep cool during this scorching summer heat. The new and improved ASTD Memphis website has officially launched. We continue to improve and update behind the scenes. Contact [president@astdmemphis.org](mailto:president@astdmemphis.org) if you see any broken links or issues. All members are encouraged to update their profiles on our new website. See our FAQs page for instructions on how to update your profile or contact us for questions.



Are you interested in serving on the ASTD Memphis Board of Directors in 2012? The elections are coming up for our elected positions: President-Elect, VP of Finance, and VP of Communications. Also, there are other positions available. Please contact me for more information at [president@astdmemphis.org](mailto:president@astdmemphis.org).

I look forward to seeing each of you at the next luncheon. Due to the closing of Holiday Inn Select, the August luncheon will be held at the Doubletree Hotel on Sanderlin Ave.

We have our joint meeting with SHRM coming up in October. If you would like to help with the planning committee, please contact our VP of Programs, Steven Aronson at [programs@astdmemphis.org](mailto:programs@astdmemphis.org).

Until next time . . . **Start Smart . . . Finish Strong!**

Debra Bennett  
ASTD Memphis  
Chapter President

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## Quote for the Month

*“The beautiful thing about learning is that no one can take it away from you.”*

*B.B. King*



## An Icon Retires: George P. Aldrich Has Left the Building



Most ASTD-Memphis members know of the **The George Aldrich Award**, but they may not be familiar with the story behind that or the man behind the award.

George recently retired with over 30 years experience in human resources administration, management and employee development, career counseling, total quality management, strategic planning, and consulting. He recently retired from Shelby County Government as the Manager of Manpower Planning and Workforce Development for Shelby County Government. In this capacity he created and presented numerous management and associate development training programs for 6,000+ associates. Prior to that George directed career development and counseling services for Drake, Beam and Morin and BH International. During this period he provided personalized career change coaching for 500+ executives and professionals. And for 13 years before that, George was Assistant Director of Human Resources for the Baptist Memorial Healthcare Corporation. He created and conducted management and employee development programs to address corporate-wide performance, quality improvement and customer service training needs for 1000+ managers and 12,000+ employees in 15 hospitals and 30 for profit and not for profit corporations. And, George also has served as Director of Training and Development for St. Jude Children's Research Hospital and Director of Human Resources and Education for the Baptist Medical System in Little Rock, Arkansas.

### George P. Aldrich Award Winners

2010	<i>Sharon King</i>
2009	<i>Dickmar Tejada</i>
2008	<i>Sheila Bentley</i>
2007	<i>Chuck Ransdell</i>
2006	<i>William Wallace</i>
2005	<i>Barbara Taylor</i>
2004	<i>Matt Beickert</i>
2003	<i>Robin Robinson</i>
2002	<i>Carolyn Hague</i>
2001	<i>John Churchill</i>
1999	<i>Pat Livingston</i>
1998	<i>Carol Twyman</i>
1994	<i>Ayn E. Maddox</i>
1992	<i>Sharon S. Pallme</i>
1991	<i>Max Miller</i>
1990	<i>Pres Creery</i>
1989	<i>Don Hardy</i>
1988	<i>Hal Warfield</i>

For 25+ years, George was an active member and leader within the ASTD-Memphis Chapter. As Membership Chair in the early 80's, he promoted the Chapter to increase membership to over 200 members. This helped the Chapter win the ASTD National Membership Improvement Award for two years. As Chapter President, Mr. Aldrich led the board to create its first Bylaws and 5 year strategic plan. He also initiated a partnership with the leadership of the United Way of the Mid-South to institute the Management Assistance Program. For over 20 years, chapter professionals provided monthly pro-bono leadership and employee training programs for 100+ not-for profit United Way agencies. The program was recognized as a national ASTD benchmark for community service excellence. For these and other efforts, the George P. Aldrich Award was established in 1988 to annually recognize a Chapter member for above and beyond service to the Chapter, its membership and the greater Memphis community.

George has been a mentor to many current and past ASTD-Memphis members, and his leadership, dedication to the training and development community, his service to the Mid-South community, and his joie d' vivre and all-around fun sense of humor will be missed. We all wish him a well-deserved, long and happy retirement!

*"An Icon Retires: George P. Aldrich has left the building"*



Front: Debra Bennett, Chapter President, **George P. Aldrich**, Sheila Bentley, Professional Development Chair  
Back: Dickmar Tejada, Newsletter Chair, Barbara Taylor, Logistics Chair, Steven Aronson, VP of Programs

August 4, 2011

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*Upcoming Events*

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**August 9<sup>th</sup> - Creating a Learning Organization for a Global Company, New Realities and Business Challenges**

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**Date:** Tuesday August 9, 2011

**Presenter:** Dennis Reber  
Managing Director, HR Development  
Global Organization Learning Design & Services

**Location:** DoubleTree Hotel  
5069 Sanderlin Avenue, Memphis, TN 38117

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



In today's fast paced business world, tomorrow's success depends on the learning and development programs you are implementing today. Emerging markets and the uncertainty of the economy are the new realities businesses face in creating a learning organization for a multigenerational workforce.

Dennis Reber will discuss how HRD is leading the way to ensure FedEx Express instills and maintains its legacy PSP culture, manages talent and succession planning, provides leadership and development programs, administers surveys, incorporates measurement and provides for individual self development.

Express HRD received the TOP Training 125 Award for Best Practices in 2011 for the Destination Success for All Coaching program. Dennis will also discuss why coaching is a critical component in leadership and development and how we are expanding this consultative role in FY12.

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

*Our chapter is charged for all meals based on reservations received. We 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](mailto:logistics@astdmemphis.org) at least 24 hours before the event.*



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*Welcome New and Renewal Members*

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

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**RENEWAL**

**NEW**

Shelly Baur  
Owner  
One Source Associates

Malarie Yates  
Urban Strategies Memphis HOPE

Glenn Smith  
Safety Coordinator  
Memphis Light, Gas and Water

Jon Veazy  
Partner  
Leadership, Coaching & Consulting

**Thank you  
for being an  
ASTD member!**



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*Meet one of our Active Members*

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*Leonard Cochran, CPLP*



Leonard is an Instructional Designer at Hilton Worldwide where he has been employed for the past 10 years. Some of the training initiatives he has worked on include: Development of numerous e-learning courses for Hilton's Property Management System (called OnQ), Hilton Garden Inn's Advanced Customer Focused Sales class, Embassy Suites Director of Sales Orientation, and Homewood Suites Value Added Sales Training class. Leonard was bitten by the sales training bug when he participated in writing a one-day sales class for Homewood Suites. Within 90 days of attending the class, participants reported a 3% increase in sales.

Prior to joining Hilton, Leonard had over 15 years of management experience in various food services related industries. He was a Pastry Chef for the Omni Hotel, now the Memphis Hilton. As he says, his last "real job" before making a career change in 1999 was as a Bakery Production Supervisor for Seessel Grocery's central bakery facility. The bakery was closed when the grocery chain sold to Albertsons and later to Schnucks.

In effort to increase his knowledge of learning, and to add to his credibility as a learning professional, Leonard pursued the ASTD CPLP Certification. He received his certification in May 2010. He has been a National ASTD member since 2009. Leonard continues to share his love of learning by facilitating the Memphis Chapter's CPLP Study Group. He is currently attending Bellevue University's online degree program and will complete his degree in Adult Education in the spring of 2012.

In his spare time Leonard enjoys reading, walking outdoors, dabbling in photography (Member of the Desoto Camera Club), and he enjoys spending time with his family. He and his wife, Paula, home schooled their two children, now ages 18 and 21.

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## *Good Books/Readings for Learning Professionals!*

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### *Top 3 Myths of Motivating Others*

Author: Bridget DiCello.

People motivate themselves. However, there are things that leaders can do to facilitate the process. But first, let's examine a few common myths.

**People get motivated by an energetic, enthusiastic leader.** Some people do, and some just find that level of energy annoying or downright exhausting. (If you do, you're probably an introvert who would find great information in reading [The Introvert Advantage](#), a great book recommended by a friend years ago.) This energetic leader may get others excited about what they are doing, but rarely will this excitement alone result in the person displaying lasting motivation. And, it can be very difficult for a leader to maintain that enthusiasm level, when they are expected to be the fuel for everyone's fire all the time.

**People get motivated by fear of repercussions.** I read once that people would much rather experience all kinds of terrible repercussions than go through the painful process of changing their behaviors. And over and over I see that is true. If it's easy to change their behaviors just enough to not get fired, people may do that, but never will they be motivated by their fear to do any more than the minimum.

**People get motivated by hearing how important it is to get things done.** It's true that people are motivated when they are excited about the expected results, ambitious goals and the vision and mission of the organization. However, the motivation does not necessarily appear because they *heard* about the expected results or vision/mission. Very few people will become motivated for longer than a brief time when they *hear* something.

Most people will agree that those who are motivated do things. Dictionary.com defines motivating others as "to stimulate toward action." There is a long distance between hearing something and doing it.

*Therefore, in order to get others motivated, you need to find a way to get them **TO TALK** and **TO DO**.  
And ensure they experience success, however small, as a result.*

#### **To Talk and To Do:**

- 1. Stop Talking.** If you want to get a message across, speak some and then stop. Ask questions and have a conversation which includes getting the other person talking. Talking about the importance of the project/task, the possible methods for getting it done, the obstacles they see, the fears they have and the first steps they will take.
- 2. Make First Steps Happen.** In order to get started, some people need to be "forced" to take the first step, possibly because of fear of the unknown or perfectionist tendencies which lead to procrastination. Laziness is often a misnomer. As their manager, you might have to determine the first step with them, decide on a deadline and hold them to it. When they experience success, their motivation level will increase.

What successes have you experienced in motivating others? What challenges do you face? Do you talk too much in your efforts to motivate others? Are you effective at holding others accountable?

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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](mailto:newsletter@astdmemphis.org). Your knowledge and expertise are greatly appreciated.

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*You Should Have Been There! – July's Luncheon Summary*

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**How to Get Ahead in Training: Delivering Results with Business Partnerships**  
Presenter: Carolyn Turman, Chief Learning Officer, MLGW**Review written by Glenn Smith**

Ms. Turman brought a well-received presentation on how to weave training into the corporate fabric of a company by positioning the learning and development organization as a strategic business partner. She described her own success with this strategy at Memphis Light Gas and Water Division where she currently serves as Chief Learning Officer of MLGW University. There she and her staff established Business Unit Schools representing each critical division and department as well as an Executive Board of Governance which allows Senior Executives to take responsibility for the strategic directions of the learning organization. By this strategy, the heads of departments retain the privilege and responsibility for the development of their employees. Ms. Turman said that her learning organization views these business partners as important customers.



In order to align training with business strategies, Ms. Turman said the business partners must be involved in all stages of the training and development process. Training and development staff must collaborate with these corporate partners to discover potential solutions to business challenges. Then they must evaluate the initiatives to ensure and demonstrate added value of training and development to the business units.

Ms. Turman said that learning and development professionals must use every available network to stay abreast of what's going on in the organization. They should be resourceful, alert to opportunities and threats, increasing in knowledge and skill-sets involving various interventions and proactive on business challenges. This high standard of competencies is necessary to aid business partners in adapting to the changing needs of the corporate business.

In summary, Ms. Turman stated that by her own experience, in order to “get ahead in training,” we must utilize a strategic approach of involving business partners in the total learning process, including assessment, development, delivery and evaluation. Learning professionals must be competent, proactive and informed of the short-term and long-term company goals and strategies. And finally the learning organization must demonstrate its own value to business partners by producing measurable, positive results.