
Message from the President



Start Smart ... Finish Strong!
Start Smart ... Finish Strong!

First, I'd like to begin by thanking Pattie Barnes on behalf of ASTD Memphis for her support and leadership in 2010. I look forward to picking up where Pattie left off and serving each of you as your 2011 President.

ASTD Memphis has adopted a new theme for 2011. **Start Smart . . . Finish Strong!** Your chapter board members are fast on the track to making smart decisions for our chapter. The board met in January to put together the budget, 2011 goals, national requirements, and an operational plan. This information will be communicated to each member and posted on the website in the coming weeks. Speaking of our website, our Technology committee is working on revamping the ASTD Memphis website. We are so excited and want to share the reveal with you by making it a special event. Look for more information and the launch date in the next few weeks.

For 2011, our board is working to make sure your experience with ASTD Memphis exceeds your expectations. We are going to put forth vast efforts to support the local community by participating in initiatives that aid those in need and who can benefit from the talents and generosity of our members. Additionally, we are looking for new ways to add value to your membership by providing opportunities for you to get involved and to have access to products, services, and resources that will enhance your personal and professional experience.

Your board and committee members have already stepped forward and taken on responsibility for many projects, but we need the help of every member. I challenge each of you to get actively involved in the chapter. I understand we all are short on time and have other commitments. However, I believe we all make time for what is important to us. If your career and future career plans fit into the equation, I encourage you to volunteer with the chapter.

We look forward to seeing many of you at our chapter meetings. Please join us on March 8, 2011 at the Holiday Inn Select from 11:30 AM until 1:00 PM for our monthly professional development event. Sharon King will give an overview of the ADDIE Instructional Design Model with an emphasis on how to adapt it when Management wants it yesterday. Analysis is the most important component to create a meaningful learning. Go to <http://www.astdmemphis.org> to read more about this event and to register.

I would love to hear your ideas and interest. Please feel free to contact me at president@astdmemphis.org or 901-848-9438.

I challenge you to start the year **Start Smart . . . Finish Strong!**

Best Wishes,

Debra Bennett
Chapter President

Handbook for 2011 by Von Goodloe

Health

- ✓ Drink plenty of water
- ✓ Eat breakfast like a king, lunch like a prince and dinner like a beggar
- ✓ Eat more foods that grow on trees and plants and eat less food that is manufactured in plants
- ✓ Live the 3 E's - Energy, Enthusiasm and Empathy
- ✓ Make time to pray or meditate
- ✓ Play more games
- ✓ Read more books than you did in 2010
- ✓ Sit in silence for at least 10 minutes each day
- ✓ Sleep for 7 hours
- ✓ Take a 10-30 minute walk and while you walk smile



Personality

- ✓ Don't compare your life
- ✓ Don't focus on negative thoughts or things you cannot control. Instead invest your energy in the positive present moment
- ✓ Don't over do it. Know your limits
- ✓ Don't take yourself so seriously. No one else does
- ✓ Don't waste your precious energy on gossip
- ✓ Dream more while you are awake
- ✓ Envy is a waste of time. You already have all you need
- ✓ Forget issues of the past. Don't remind your partner with his/her mistakes of the past. That will ruin your present happiness.
- ✓ Life is too short to waste time hating anyone. Don't hate others
- ✓ Make peace with your past so it won't spoil the present
- ✓ No one is in charge of your happiness except you
- ✓ Realize that life is a school and you are to learn. Problems are simply part of the curriculum that appear and fade away like algebra class, but the lessons you learn will last a lifetime
- ✓ Smile and laugh more
- ✓ You don't have to win every argument. Agree to disagree ...



Society

- ✓ Call your family often
- ✓ Each day give something good to others
- ✓ Forgive everyone for everything
- ✓ Spend time with people over the age of 70 and under the age of 6
- ✓ Try to make at least three people smile each day
- ✓ What other people think of you is none of your business
- ✓ Your job won't take care of you when you are sick, your friends will. Stay in touch



Life

- ✓ Do the right thing!
- ✓ Get rid of anything that isn't useful, beautiful or joyful
- ✓ Time helps us to heal if we allow it
- ✓ No matter how good or bad the situation is, it will change
- ✓ No matter how you feel, get up, dress up and show up
- ✓ The best is yet to come
- ✓ When you awake alive in the morning, be thankful
- ✓ Your inner most desire is to be happy. So. Be happy



March 8th Luncheon Announcement

Flexing Instructional Design



Date: Tuesday March 8, 2011

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

Start: 11:30 a.m.

End: 1:00 p.m.

Sharon King will give an overview of the ADDIE Instructional Design Model with an emphasis on how to adapt it when Management wants it yesterday. Analysis is the most important component to create a meaningful learning intervention. However, most management teams want to skip that step to save time. This topic will give an overview of the ADDIE model in general for those unfamiliar with it and then expand with a few tips on how to streamline the steps without giving up the integrity of the process.

As always, we've made it easy for you to register and pay using PayPal. Just visit www.astdmemphis.org and click on the [3/08/11 Flexing Instructional](#) 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.





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 in the previous month. With little marketing, members are continuing to join our ASTD family. Our appreciation goes to them, and the board is committed to earn their respect and confidence.

January 2011

NEW

*Judy Bookman
Training and Marketing Manager
Concern EAP*

*Carlos Alvarez
Multimedia Programmer
TV II Multimedia*



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

RENEWAL

*Sheila Bentley
President
Bentley Consulting*

*Pattie Barnes
Regional Sales Manager
Translators, Inc.*

Meet our New Board Members

Steven Aronson VP of Programs



Steven Aronson is a Sr. Electronic Technician for FedEx Express's Properties and Facilities department. He acts as the department's training coordinator. His position entails both administrative and occasional hands-on instruction. He is responsible for developing the training schedule each year and ensuring that course content is up to date. He also conducts the departmental week long new hire orientation. Recently, Steve was instrumental in developing an award winning 15 course winter operations training curriculum for over 200 students that helps FedEx maintenance staff contend with harsh winter weather.

Steven is the father of three wonderful children; Megan (9), Madeline (8), and Oliver (6 month). He has been married to his wife, Penny, for over 16 years.

In addition to his love of teaching, Steven enjoys riding horses, building robots, and any activity around the house that requires him to purchase a new tool. He is currently enrolled at the University of Memphis and is majoring in finance.

Laura White VP of Marketing and Public Relations

Laura E. White, LPC-MHSP, CEAP, SAP, is a partner with Stability Growth Solutions, LLC. She provides Business Therapy to organizations wanting to promote healthy and productive work environments. She teaches communication skills, promotes personal responsibility, encourages engagement, promotes transparency and builds trust. Laura develops and delivers a variety of customized training programs for workplace and wellness issues.

Laura is a Licensed Professional Counselor, Certified Employee Assistance Professional, Substance Abuse Professional and Civil Mediator. She received her Bachelor's degree in Industrial Organizational Psychology from George Mason University and her Master's degree in Counseling and Human Development from the George Washington University.



In her private practice in Memphis, Laura provides counseling to individuals, couples and families. As a mediator she helps individuals and organizations negotiate family and civil disputes and reach a lasting resolution. As a Substance Abuse Professional (SAP), Laura evaluates employees who have violated DOT drug and alcohol program regulations and makes recommendations concerning education, treatment, follow-up testing, and aftercare.

Laura has two awesome children, Brendan (16) and Shane (12), and a small dog named Chloe. She has discovered her inner athlete and enjoys participating in triathlons and half marathons.

Meet our New Board Members

Deloris Clayborne
VP of Membership



Deloris Clayborne is the founder of PATHWAY to DIGNITY, a not-for-profit organization dedicated to offering a comprehensive, “holistic” life-changing program for ex-offenders with the goal of a better life for participants and safer communities for the citizens of Memphis. The startup grassroots organization will channel funds available through the Federal government’s Second Chance Act to provide support services for ex-offenders. Single-handedly, Ms. Clayborne has assembled a board of directors drawn from numerous parts of our community, including 201 Poplar, federal corrections institutions, corporations, small businesses, society, faith-based organizations, academia, and social services. PATHWAY to DIGNITY will begin to accept its first clients in 2011. In recognition of her work, Ms. Clayborne received the “Helping Hands” award in September 2010, from the National Institute of Corrections.

Ms. Clayborne also serves as an Employment Specialist at Urban Strategies Memphis Hope and formerly worked as an Outreach and Admission Counselor at Benjamin L. Hooks Job Corps in Memphis. She received her B.A. in Business Administration from Lemoyne-Owen College this past May, and currently is enrolled in a MPA course in Non-Profit Management at Keller Graduate School of Management. Ms. Clayborne also is a certified trainer in Bridges out of Poverty. She was awarded a City of Memphis Certificate of Merit for nomination of Fifty Faces.

Ms. Clayborne is an active member of the American Society of Training and Development; National Black MBA Association; Society for Human Resource Managers; Women’s Foundation for a Greater Memphis; Women’s Funding Network; Greater Memphis Chamber of Commerce, Community Task Force; Institute of Women’s Empowerment; Memphis Area Women’s Council; Small Business Council; Workforce Development Network; Pioneers Mentors and Role Models for Girls, Inc., and Women of Achievement.

Carlos Alvarez
Website & Technology Chair

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

**Getting More Accomplished through
Purposeful Communication
by Bridget M. DiCello**

Getting a lot accomplished means that you must manage your time, your priorities and your schedule well. Time management is not really that hard if you make the right decision every moment of every day. In Training and Development, good time management often means making each interaction as effective as possible by using every Opportunity Space.

Opportunity Space is the moment between when a peer, employee, boss, customer or vendor speaks, and you respond. People, in general, aren’t really that good at communicating, many would prefer to do very little of it and most don’t communicate the message they mean. When you stop and use the Opportunity Space well, you become more effective at communicating and therefore decrease the amount of time you spend repairing relationships, having follow up conversations to clarify and doing tasks over again.

To use the Opportunity Space well, take a deep breath and ask yourself these three questions before you respond, especially if the situation has made you emotional. *Emotions destroy productiveness.*

1. What do I want to accomplish in the long term? Plan ahead for conversations, be clear on your agenda, know you personally value, and think about the ideal long term result of this interaction.
2. Where are they coming from? Consider the person you are about to respond. What are their real, unstated expectations? Have they thought things through? How do they expect you to respond – how have you responded in the past? Are they engaged, or are they trying to dump something in your lap?
3. How am I making them feel? Are you focusing on them despite your other priorities? Have you considered how what you are about to say will make them feel? Have you connected with them? It is much quicker to prevent triggering them emotionally than having to pick up the pieces later.

When you have the conversation, take control by speaking less. You have a greater ability to determine the outcome when you know where they are coming from and have been listening intently and asking insightful, open-ended questions. The more they are talking, the more they have the opportunity to think through the situation, share with you how they are thinking and even consider your points. People do not change their mind because of what you have said. They may change their mind or consider other viewpoints because you have encouraged them to think differently by asking questions and truly being curious about their honest answers.

For much, much more on how to use the Opportunity Spaces of the day well, you can read Bridget’s book, Opportunity Space available at www.BridgetDiCello.com and at Davis Kidd Booksellers. Using this space well can have a tremendous impact on your personal and professional happiness and success. Bridget is also available to speak to your organization about this and many other topics. Bridget@BridgetDiCello.com or (901) 628-3207.



You Should Have Been There!

If you would have known how much we learned at the January meeting, you would not have missed it! Bridget DiCello, active ASTD Memphis member gave an awesome presentation. She shared with us among many things the importance of handling time management by making the right decision every moment of every day.



**One million
dollars
signature!**



**Door prize
winners!**