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## *Message from the President*

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

Greetings Fellow ASTD Members,

March is here already. Have you begun to set smart goals in motion? Soon the bad weather will be a distant memory and spring will be in the air. Many of you are busy planning a fun spring break for your children or just want to take a break for yourself. Whatever the desire, it takes goal setting to accomplish either task. One goal you can check off your list is becoming a member of ASTD Memphis. ASTD Memphis may not be able to help you with your spring break plans but we are here to give you the tools and insights to transform learning into performance.

For me, joining ASTD Memphis almost 4 years ago was a powerful dynamic. Because training and development is my profession, it made sense to associate and collaborate with other professionals in the field. I love when like-minded professionals come together to work toward achieving common interests. Whenever training professionals gather to meet, ideas begin to form and take shape. Attending a luncheon to share a meal or listen to a guest speaker, gives me a sense of confidence and energy . . . it feels exhilarating! After my first meeting, I quickly learned that serving on a committee or board had many rewards and actually created the desire in me to do even more. Hence, serving as your 2011 president.

People come to ASTD for a variety of reasons. Some of our members are in the consulting field. Some join to network, perhaps seeking a career change or new employment opportunity. Some join because training and development is their profession and they know that ASTD is the perfect association to partner with and contribute their talents and experience. Whatever the reason, I can honestly say that we need all of you. We need your voice, your commitment, and most of all we need the synergy created by all of us to not only survive but to thrive in the next year. If you are not a member yet or haven't joined a committee, then what are you waiting for?

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

Debra Bennett  
Chapter President



## 2011 Operational Plans for our ASTD Memphis Chapter

### Chapter Annual Goals

1	<b>Maintain 100% CORE compliance</b> <ul style="list-style-type: none"> <li>Review CORE elements and develop reporting systems as needed</li> </ul>
2	<b>Increase New and Renewing Memberships</b> <ul style="list-style-type: none"> <li>Spotlight or showcase a member on the website or in the newsletter</li> </ul>
3	<b>Increase Income</b> <ul style="list-style-type: none"> <li>Balanced Budget or No Net Loss</li> <li>Create a Sponsorship Committee, who will seek sponsorship of ASTD events from local businesses</li> </ul>
4	<b>Embrace Employee Learning Week</b> <ul style="list-style-type: none"> <li>Recognize companies that value training</li> <li>Best Practices</li> </ul>
5	<b>Add Value to Chapter Members</b> <ul style="list-style-type: none"> <li>More Professional Development in cooperation with local educational institutions</li> <li>Provide at least 2 company tours – best practices review</li> </ul>

### Marketing & Comm. Strategy

1	<b>Sponsorship</b> <ul style="list-style-type: none"> <li>Committee will have at least six luncheons sponsored</li> <li>Review guidelines for the sponsorships</li> </ul>
2	<b>ASTD Showcase or Company Tours</b> <ul style="list-style-type: none"> <li>Identify two local companies with best practices awards to showcase and tour</li> <li>One showcase event</li> </ul>
3	<b>Business Master Mind</b> <ul style="list-style-type: none"> <li>Professional development chair will feature three events</li> </ul>

### Recruitment & Retention Strategy

1	<b>Review expired membership roster</b> <ul style="list-style-type: none"> <li>Recruit two members a month</li> </ul>
2	<b>Referral Program for New members</b> <ul style="list-style-type: none"> <li>Partnership with Southwest Tennessee Community College (sponsor one event &amp; develop strategy for classes)</li> </ul>
3	<b>Bring-a-Guest Program</b> <ul style="list-style-type: none"> <li>Members who bring a guest in the months of June, July and August will receive double ASTD bucks rewards</li> <li>Board members will invite at least one guest to attend each luncheon event.</li> </ul>

### Succession Planning Strategy

1	<b>All board members should identify a replacement for their position</b>
2	<b>Start recruiting now for 2012</b>

### Financials Strategy

1	<b>Create a budget that outlines expenses and income that can be tracked from sources</b> <ul style="list-style-type: none"> <li>Finance chair will review at all board meetings how we are doing with the budget guidelines.</li> </ul>
2	<b>Evaluate streams of revenue and increase seamless opportunities</b> <ul style="list-style-type: none"> <li>Encourage additional income like Amazon, ASTD Chips – broader campaign to membership to use these opportunities</li> </ul>

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*Upcoming Events*

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**March 8<sup>th</sup> - Flexing Instructional Design**

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**Date:** Tuesday March 8, 2011

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

**Time:** 11:30 a.m. - 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.

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**April 12<sup>th</sup> - Training is Not Always the Answer**

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**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](http://www.astdmemphis.org) and click on the desire 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](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 in the previous month.

**February 2011**

**RENEWAL**

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

**Steve Johnson**  
*Recruiter / Outplacement Consultant*  
*Career Management Services*

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

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# Quote for the Month

*"The ancient Master didn't try to educate the people,  
but kindly taught them to not-know answers.*

*When they think they know the answers,  
people are difficult to guide.*

*When they know that they don't know,  
people can find their own way..."*

*from the Tao Te Ching*

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*Meet one of Our Active Chapter Member*

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## **Samanthia Mills**



Samanthia Mills is the Director of Business Development for Katt Worldwide Logistics, Inc. She has been in this roll since she started with Katt Worldwide in 2006. Samanthia joined the team at Katt Worldwide for their diverse product offering in the light industrial market. Katt Worldwide Logistics sales team is a consultative approach allowing her team to bring industry specific knowledge to each customer enabling them to design a solution driven program that is specific and unique for the customer's situation. She works with her team to develop their strengths in providing end-to-end design and implementation solutions to their client base. Her audience includes more than her internal staff, but encompasses external clients as well.

Samanthia works directly with Senior Level Management, Mid Level Employees and Entry Level and Senior Level Sales. Her efforts are focused on developing the Branch Sales Managers and Sales teams throughout the organization to increase revenue. She has developed and implemented training programs for her organization to include Katt Worldwide Products and Services, Why Katt Worldwide Logistics, Back to Sales Basics, Sales: Level II, Who is your Competition, Selling After the Sale, Developing a Powerful Presentation, and many others. Samanthia's background includes a steady stream of upward mobility in organizations such as Royal Furniture Company, WM Barr Inc., MCI WorldCom, Olsten Staffing Services, and Katt Worldwide Logistics. Samanthia attributes her success to her family. She is married and has a Daughter, a Step-Son and a beautiful Granddaughter who is two. They are her blessings in life.



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*Good Books/Readings for Learning Professionals!*

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***Switch: How to Change Things When Change Is Hard***

Chip Heath and Don Heath (2010)

Book Review by Sheila Bentley

This book is a great read for anyone who is trying to change a behavior--whether it is your own behavior or behavior within an organization. The authors note, "For anything to change, someone has to start acting differently." And the remainder of the book provides insight into how to motivate that change.

The Heath brothers explain that the human brain has two systems: the rational or logical brain, which is the reflective or conscious system of deliberation and analysis, and the emotional brain, which governs instinctive behavior and feels pleasure and pain



In motivating change the authors use the analogy described in Jonathan Haidt's The Happiness Hypothesis, which describes the process as similar to a rider on an elephant that is going down a path. The Rider is the logical brain, and the rider has some control over the elephant. The Elephant is the emotional brain, and while the Rider may direct the Elephant, if the Elephant decides it wants to go a different direction, the Rider has little control. The Path is where you want the Elephant to go (where the Rider is trying to direct the Elephant).

The authors posit that if you want things to change, you've got to appeal to both the Rider and the Elephant. The Rider provides the planning and direction, and the Elephant provides the energy. One important point the authors make is that self-control is an exhaustible resource--and the bigger the change, the more it sap's people self-control.

Some of the techniques the book suggests include:

- To direct the Rider, be crystal clear about what the change is--and make it a compelling destination.
- Script the critical moves.
- To motivate the Elephant, find the feeling. Then shrink the change to small changes that people see as doable.
- To shape the Path, change the environment, remove barriers, and build habits by building in "action triggers" (a cue that promotes the behavior).

Probably what is most helpful about the book is that the reader sees why past change initiatives may not have been successful. We--especially those of us in training and development--tend to focus on the rational need for the changed behavior. Perhaps we have not focused enough on the Elephant and the Path--not engaging the emotions of those who will be making the change and not changing the environment to make the new behaviors easier to produce.

The book is interesting reading with a number of helpful techniques for creating a successful "switch."

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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.