

Message from the President

Start Smart ... Finish Strong!

Greetings,

I hope everyone had a safe and Happy Holiday and your New Year has been just as bright. It is hard to believe that it is 2012 already. It is with great thanks I'd like to recognize the members, volunteers, sponsors, and most importantly the Board of Directors for making ASTD Memphis the chapter of choice in the learning and development industry. We've had a busy and exciting year ahead of us. When the board began the year, we agreed on an objective "To be recognized as a chapter that supports and provides training and development resources to the communities we serve."



Our goals were related to succession planning, membership, and sponsorships. Our theme to support the objective was "**Start Smart ... Finish Strong!**". To recap some of our accomplishments this year: launched our new website, redesigned monthly newsletter format, started a CPLP study group, registered 5 student memberships, recognized as Membership Star Chapter, toured FedEx hub, celebrated Employee Learning Week with the City of Memphis, and held our second annual Employee Learning Week event

Your board for 2012 will be working in the next few weeks to plan again for a successful year.

Debra Bennett – Chapter President

Sheila Bentley – Professional Development Chair

Steven Aronson – President –Elect

Deloris Clayborne – Membership Recognition Chair

Steven Aronson – VP of Finance

Barbara Taylor – Logistics Chair

Tim Flesner – VP of Communications

Dickmar Tejada – Newsletter Chair

Leonard Cochran – VP of Programs

John Churchill – Board Advisor

Tiereny Tunstall – VP of Membership

Webmaster - Vacant

Nhung Hurst – VP of Marketing

It has been a pleasure serving you in 2011. I look forward to serving you in 2012. Remember, if you are interested in volunteering or joining a committee, please contact me at president@astdmemphis.org

Happy New Year!

Debra M Bennett
Chapter President
ASTD Memphis

2011 George Aldrich Award

And the 2011 George Aldrich Award goes to ...

Debra Bennett

Message from George Aldrich himself:

“Feel so honored that Debra won the award. She had contributed so much to the chapter, the profession and the community! Please let her know how much I have personally appreciated her many contributions. George.” Email written on December 21, 2011.

A Little History

In recognition for his contributions, the George P. Aldrich Award is presented annually to a member who has made significant contributions to the chapter, the field of training, and the greater Mid-South Community.

George has been a leader within the ASTD Memphis Chapter and training community for over 25 years. He served as Chapter President in 1991 and as a board member for over 15 years. As Membership Chair from 1982 - 1984, George was instrumental in building the member base from 65 to 220. This resulted in national ASTD recognition for greatest chapter growth in 1983 and 1984. Concurrently, he led team to create the Chapter By-laws and Constitution.



As Chapter President, George led the board and membership to create the chapter's first mission, vision and values as part of the annual goal setting and 5 year strategic planning process. Mr. Aldrich partnered with the leadership of the United Way of the Mid-South to institute the MAP or Management Assistance Program. For over 20 years, chapter professionals provided monthly pro-bono leadership development programs to help train the leadership in 100+ not-for profit agencies. The program served as a national ASTD benchmark for community service excellence.

Additionally, Mr. Aldrich created the first membership directory and served as Chapter Vice-President, Newsletter Editor, and, Program and Professional Development Chairs. As development chair, George coordinated two highly successful two-day train-the-trainer workshops to meet development needs of 140+ members.

Professionally, George has 35+ years experience in human resources administration, management and employee development, career counseling, total quality, strategic planning, and consulting. He can be reached at georgealdrich2@gmail.com

2011 George Aldrich Award

George P. Aldrich Award Winners

2011	Debra Bennett
2010	Sharon King
2009	Dickmar Tejada
2008	Sheila Bentley
2007	Chuck Ransdell
2006	William Wallace
2005	Barbara Taylor
2004	Matt Beickert
2003	Robin Robinson
2002	Carolyn Hague
2001	John Churchill
1999	Pat Livingston
1998	Carol Twyman
1994	Ayn E. Maddox
1992	Sharon S. Pallme
1991	Max Miller
1990	Pres Creery
1989	Don Hardy
1988	Hal Warfield

George P. Aldrich Award Criteria

The following criteria are used to select the recipients of the George P. Aldrich Award:

1. Any member in good standing.
2. Member who has made a significant contribution to ASTD or field of training.
3. The award does not have to be given by the chapter each year.
4. The selection committee will be made up of members who are Board members and/or regular members in good standing. The selection committee will hold its meeting separate from ASTD Board meetings.
5. Selection committee members will be chosen at the beginning of each year.
6. President-elect will chair the committee.
7. Candidates selected must have contributed to the field of training while they were members of ASTD-Memphis.
8. The selection committee will meet annually in November to select the recipient. They will present the award in December at the Christmas party.
9. The award shall not exceed \$75.00 in cost.

Upcoming Events

February 14th – Personal Branding

Date: Tuesday, February 14, 2012

Presenter: Bill Burtch,
Harmony Coaching & Consulting

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

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



Self employed? Competing for a promotion? Changing jobs?

Join us as Bill Burtch shares some tips and tricks of **Personal Branding**. These techniques are sure to help you better market yourself and your skills to you client, employer, or prospective employer. In this day and age, it is more important than ever to be able to articulate the value you offer to a prospective client.

Quote for the Month

*“Life isn’t about waiting for the storm to pass...
It’s about learning to dance in the rain.”*

Vivian Greene



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 December 2011.

RENEWAL

NEW

Debra Bennett
AVP, Instructional Design
Regions Bank

Doris Ward
Training Development Specialist III
Memphis Light, Gas & Water Division

Jacquelyn Futch
Training Specialist
American Home Shield

Randy Griggs
Training & Development Specialist
Medtronic

Mario Kyriakides
Leadership Development Specialist
Youth Villages

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

Meet one of our Active Members

Nhung Hurst, JD, SPHR

Nhung is a Leadership Development Specialist with Youth Villages, a non-profit organization providing mental health services to emotionally troubled youth and their families in 12 states and Washington DC with a staff of 2500 in 67 locations. Along with the rest of the Leadership Development team, Nhung is responsible for providing world-class leadership development opportunities to current and emerging leaders. The effectiveness of Youth Villages relies not only on the level of care the staff provide to children and families, but also on how they identify and develop future leaders who can make a significant impact in their workplace, in their homes and in their communities.



Nhung is a certified facilitator through Franklin Covey, VitalSmarts, ELI, and Wilson Learning. In addition to facilitating classes such as the 7 Habits of Highly Effective People, Crucial Conversations, Civil Treatment for Managers and Social Styles, Nhung helps develop curriculum for in house trainings to further meet business strategies and needs. Currently, Nhung is working with multiple departments and serving as project manager to develop a formal staff mentoring program.

A graduate of Rhodes College, Nhung also holds her Juris Doctor from the University of Memphis Cecil C. Humphrey's School of Law. Prior to joining Youth Villages, Nhung served as a Guardian Ad Litem with Memphis Area Legal Services and a Special Hearings Officer for the Tennessee Department of Human Services.

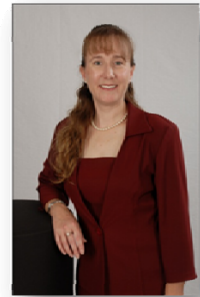
Nhung began her training career in 1999 as the Development Coordinator for Brinker International and has continued to pursue her professional development as an HR professional through membership with Society for Human Resources (SHRM) and ASTD and attaining her SPHR certification in 2010. In March 2011, Nhung expanded her professional training experience internationally by traveling to Northern Iraq and conducting a leadership development conference for the directors in the Ministry of Education. Nhung has been married for ten years to her husband, who is an active member of the Memphis theater community. So between her husband and a five-year-old daughter, Nhung has a lot of "drama" in her personal life...of Oscar winning variety! Nhung renews herself by reading voraciously, baking, volunteering in her church's music ministry, and blogging for Working Mother Media.

Good Readings for our Learning Professionals!

Plan for Consistency in 2012

By Bridget DiCello

When writing goals, the focus is on what we want to be different, how things will be improved and the areas we want to tackle in the upcoming quarter or year. However, it's important to not overlook what you really want to remain consistent. Things that have enabled you to be successful this year and in the past might be taken for granted.



Doing the same things and expecting different results is the accepted business definition of insanity. But more than that, doing the same things and expecting even the same acceptable results may be a lot to ask. Things change. People change. Things do not stay the same. People are not machines and consistency must be purposefully planned.

What are the core components of your success that you need to remain consistent in 2012? What is it about your approach, your systems, your customer service, your processes and your values that are the keys to your success? Do you know?

When writing your goals for the upcoming month, quarter or year, take an inventory of what you consider to be your keys to success, identify the most important components, and determine what it is that will ensure continuity.

What is it that has brought you success?

- If it is a single key employee that makes things happen, cross-train others.
- If it is the way a process is running, document it, create checklists if necessary and ensure your team knows how important *how* they are doing things really is.
- If it is the connections the owner, managers or key employees have nurtured, pinpoint the key activities that make those possible, should a key person take on a new role or need to leave, or you wish to increase the results you are achieving.
- If it is your management team's ability to make good strategic decisions, determine what makes that possible and expand the number of people with these capabilities.

If you want consistent success, the components that have made you successful need to be purposeful and routine. If creating processes or systems is not in your nature, you need to task someone on your team with those skills with the role of pinpointing and systematizing those key components. Otherwise, when a part of your success begins to slip, you try to play catch up, which may distract you from the new and exciting goals you have set for the future of your team.

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.

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! – December's Event Summary

2011 Winter Wonderland Auction

Happy New Year!

This is just a few lines to thank each of you that participated in the December Social. It was a wonderful time as usual! All of our auction items were great and well received by those that won them. Your involvement all year is what makes this annual event all worthwhile.

Special thanks go out to my committee members Nhung Hurst and Steven Johnson! You guys are the greatest and each of you added unique special touches to this event.



2012 will be even better and I look forward to full member participation this December. Have a wonderful year!

Tiereny Tunstall
VP, Membership