
Message from the President

Here's to a Great Year!

Happy New Year everyone!

Welcome to the Memphis Chapter of ASTD. My name is Steven Aronson. I have the honor of being the president of an award-winning chapter of workplace learning & performance professionals. Are you ready to start 2013 by creating a world that works better?



You've come to the right place if you want to:

- Network
- Share your skills
- Develop your skill set or the skills of your employees
- Fill a professional void
- Give back to the community
- Find a job

I hope you find the Memphis Chapter of ASTD to be a place for you to grow personally and professionally. If you want to learn the "Journey Management: Unleashing the Strategic Power of Change", then join us at our next luncheon, February 12 at 11:30 a.m. at the Holiday Inn – University of Memphis. Register for the event by going to www.astdmemphis.org.

If you are not a member, please join today. If you are not a sponsor and would like to be, we would love to share with you the numerous opportunities as a sponsor. I look forward to seeing you at an upcoming Memphis ASTD event!

Sincerely,

Steven Aronson
ASTD Memphis
Chapter President

And the 2012 George Aldrich Award goes to ...

Steven C. Johnson



This year's George P. Aldrich Award Winner has earned this award over a period of a number of years. He has:

- Served as Chair of the Programs Committee for several years
- Worked on the Holiday Event's Bucks Auction for several years
- Is a staple at monthly meetings
- And regularly shows up for Master Mind and other Professional Development functions.

He has been a committed member of ASTD-Memphis for many years, has served on the Board, and has been a constant supporter of all things ASTD-Memphis!

George P. Aldrich Award Winners

2012	Steven C. Johnson	2002	Carolyn Hague
2011	Debra Bennett	2001	John Churchill
2010	Sharon King	1999	Pat Livingston
2009	Dickmar Tejada	1998	Carol Twyman
2008	Sheila Bentley	1994	Ayn E. Maddox
2007	Chuck Ransdell	1992	Sharon S. Pallme
2006	William Wallace	1991	Max Miller
2005	Barbara Taylor	1990	Pres Creery
2004	Matt Beickert	1989	Don Hardy
2003	Robin Robinson	1988	Hal Warfield

Upcoming Events

February 12th – Journey Management: Unleashing the Strategic Power of Change

Date: Tuesday, February 12, 2013

Presenter: Jimmy Brown, Beacon Associates, Inc.

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

Time: 11:30 a.m. – 1:00 p.m.

March 12th – Coaching Tomorrow's Leaders for Today's Business Landscape

Date: Tuesday, March 12, 2013

Presenter: Sonja Mustiful, President,
Essence of Coaching, LLC

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

Time: 11:30 a.m. – 1:00 p.m.

Sonja Mustiful is a certified executive coach and leadership development consultant to individuals, teams and organizations. Sonja has over 15 years experience partnering with organizations in the area of leadership development, organizational effectiveness and team-building. Sonja holds a Master's Degree in Human Resources from Central Michigan University. She draws on her additional study and practice of Executive Coaching to assist leaders in realizing their full potential by proactively seeking out their blind spots and moving the team and business to the optimal level.

April 9th – Social Media and Learning

Date: Tuesday, April 9, 2013

Presenter: Trey Martindale, Associate Professor,
Director, IDT Studio, University of Memphis

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

Time: 11:30 a.m. – 1:00 p.m.



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 2012.

NEW

Steve Woodard
Director of Learning Systems
Crew Training International

RENEWAL

Crystal Crutcher
Managing Consultant
Altarum, Institute

Melissa Song
District Operations Trainer
Walgreens

Monica Smith
Full Time Student



Meet one of our ASTD Memphis Chapter Member

Lindsey Shepard

Lindsey Shepard is an eLearning Developer for Crew Training International (CTI) in Germantown, Tennessee, where she creates computer- and mobile-based training for a variety of clients. CTI is a premier training company with clients in a wide range of industries including construction, tax preparation, and U.S. and foreign militaries. Lindsey began her career as a computer graphics instructor in K-12 education for Madison County Schools in Madison, Mississippi. She holds a Master of Science in Instructional Design & Technology from the University of Southern Mississippi and a Bachelor of Science in Technology Teacher Education from Mississippi State University.

Lindsey currently serves on the Memphis ASTD Executive Board as VP of Marketing. A native Mississippian, she moved to the Memphis area two years ago. She and her husband, Caleb, recently purchased a home in Olive Branch, Mississippi., where they reside with their two puppies, Sampson and Macey. Lindsey is active in her local church and enjoys traveling, event planning, and attending Mississippi State sporting events in her free time.



Good Readings for Learning Professionals!



- May your most used attire in the New Year be a smile
- May you succeed where no one else has succeeded before, may you fail when it will help you to learn a new lesson, and may you triumph over your failure and rise to ultimate success.
- May you deal with hardship and trial the same way you deal with success and happiness.
- May you discover everything you are looking for right inside yourself!
- May the love hidden deep inside your heart be connected with the love waiting for you.
- May the laughter that you find in your tomorrow wipe away the pain you find in your yesterdays.
- May someone love you enough to forgive your faults, be blind to your blemishes, and tell the world about your virtues ... and may you do the same for everyone around you.
- May you learn how to relax your troubled, overworked mind into presence and awareness, so you can detach from negative circumstances, and change your life for the better this year
- May this be the year where you sense the small still voice within and learn to trust this intuition.
- May you work on yourself building up and refining the ways of your mind.
- This year, may you know the freedom of letting go.

A New Year means new possibilities, new relationships and new opportunities.

May your New Year be truly New.

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 Employee Learning Week!

2012 Employee Learning Week

The 2012 ELW was even better than last year. This one-day conference focused on promoting training and highlighting its link to organization results.

Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce.

The speakers were amazing. All experts in their field flew to Memphis to share their knowledge and expertise.



Richard Sites
Instructional Design Process



Trish Uhl
State of the Workplace Learning Profession



Dick Handshaw
Performance Consulting



Lou Russell
Project Charter in 45 Minutes or Less

Hope to see you at the ELW in 2013!

You Should Have Been There! – December Holiday Social!

2012 December Holiday Social – Fun Times for All

By Crystal Crutcher



The culminating event for ASTD Memphis chapter members was the December Holiday Social that was held on December 11th at the Hyatt Place Memphis. The event included catered food, member recognition, door prizes, and a lively auction that got the whole crowd engaged. While there was an opportunity to catch up with other members and socialize with training colleagues, the highpoint of the event was the annual auction where members “cashed in” their ASTD Bucks to “purchase” neat gifts that were donated by individuals and area corporations.

For those members who missed this event, you missed a treat. As a first time attendee, I had an outstanding time! This event will definitely be an event I will attend every year. I’m already planning the ways to earn my Bucks for next year. As a reminder, ways to earn ASTD ‘Bucks’ are listed on the table:

How to Earn ASTD ‘Bucks’

Attendance at ASTD-Memphis:

Monthly Meeting	30 bucks
Special Event	50 bucks
ASTD Approved Workshop/Seminar	50 bucks

Recruiting for ASTD-Memphis:

Bring a guest to an ASTD event	50 bucks
Join ASTD-National	200 bucks
Join ASTD-Memphis	400 bucks
Renew membership ASTD-Memphis	400 bucks
Get a guest to join ASTD-Memphis	200 bucks

Getting involved in ASTD-Memphis:

Write an article for FlipChart	50 bucks
Make referral leading to a speaker	50 bucks
Offer facility for a meeting or special event	50 bucks
Facilitate an icebreaker at the luncheon	100 bucks
Contribute a prize for annual auction	1x \$ value
Serve on a Committee	500 bucks

Be sure to maximize these opportunities for next year’s annual auction. You should definitely plan to attend in 2013—you will surely be glad you did!

As a guest of the ASTD Memphis December Holiday Social, I had a blast! The Auction was truly the highlight of the evening...great things are happening with ASTD Memphis, glad to be a part of the excitement.

--Sonja Mustiful, President, Essence of Coaching, LLC