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*Message from the President*

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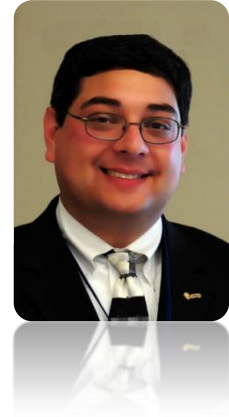
## Help us help you: Get involved!

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One of the best ways to get the full benefit from your membership is to join a committee. Fortunately, for those of you who are interested, we are looking for committee members to help with our annual learning event. This year's event, the Mid-South Annual Learning and Performance Summit, or Memphis ALPS, is scheduled for Friday, November 15<sup>th</sup> – and it's not too late to get involved!

Beyond getting more bang for your membership buck, benefits of joining a committee include:

- Networking with other L&D professionals
- Building your resume
- Putting your “two cents” into planning ASTD events
- Gaining experience in event planning – something you may not have the opportunity to do in your job!
- Earning \$500 worth of ASTD bucks to use at our December social event
- Participating the day of the event, and getting a discounted rate!



We are glad to have you as a member of ASTD and want your membership to be as useful as possible. Help us help you: get involved! Email our VP of Programs, Crystal Crutcher ([crystaljcrutcher@gmail.com](mailto:crystaljcrutcher@gmail.com)), to volunteer today!

Sincerely,  
Steven Aronson, Chapter President

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**Who:** Any Memphis chapter member

**What:** Help us lay out the blueprint for this year's Memphis ASTD Annual Meeting and get the inside scoop of what we're planning. Don't be shy, jump in!

**When:** Monthly meetings will be held starting in July. These meetings are checkpoints to determine progress in the planning process, so they shouldn't take long.

**Where:** Meetings will be held by phone or in a location that is convenient for the committee members.

**Why:** Have fun getting other learning professionals in our local chapter and earn Bucks too!!!

**How:** Get involved by contacting Crystal Crutcher today!

Office: 901.300.6734 Email: [crystaljcrutcher@gmail.com](mailto:crystaljcrutcher@gmail.com)



Register by September 30th for the early bird discount!

Join us for the

# ASTD MEMPHIS

## MIDSOUTH ANNUAL LEARNING AND PERFORMANCE SUMMIT

Learning professionals, HR professionals, Educators, and Performance Consultants welcome!



**Kassy LaBorie**  
Product Design Architect  
Dale Carnegie Training

Considering Virtual Training?  
A Scorecard for Success  
\*followed by a live online workshop



**Ken Phillips**  
Founder & CEO, CPLP  
Phillips Associates

How to Capture Elusive Level 3 Data:  
The Secrets of Survey Design



**Renie McClay**  
Founder & President  
Inspired Learning, LLC

Increase Interaction to  
Increase Engagement

# FRIDAY, NOVEMBER 15TH

# MEMPHIS BOTANIC GARDENS

750 CHERRY ROAD, MEMPHIS, TN (901) 636-4100  
9:30am - 4:30pm

	Member	Student	Non-Member	Deadline
Early Bird	\$70	\$40	\$90	Sept. 30
After Early Bird	\$85	\$55	\$100	Nov. 8

**REGISTER TODAY!**  
[www.astdmemphis.org](http://www.astdmemphis.org)

- PROFESSIONAL DEVELOPMENT • LUNCH •
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\*Event registration will close at midnight on Nov. 8 \*No registration will be available at the door

\*Tickets are non-transferable after the registration deadline of Nov. 8

Need more info? [programs@astdmemphis.org](mailto:programs@astdmemphis.org)

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*Upcoming ASTD Memphis Events*

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## September 10<sup>th</sup> – Training Games for 100, Alex!

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**Date:** Tuesday, September 10, 2013

**Presenter:** Chuck Jones,  
Education Program Specialist,  
Department of Veterans Affairs

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

**Time:** 11:30 a.m. – 1:00 p.m.

Chuck Jones is currently an Education Program Specialist with the United States Department of Veterans Affairs, where he currently serves as instructional designer and simulation/game developer. He has previously served VA as a Human Resources Specialist, Instructional Systems Specialist, and Webmaster. He has developed training and learning games since 1999, and more recently created numerous performance support videos, games, and simulations related to decision support operations. In 2009, Chuck completed his Master's Degree in Education with a specialization in Curriculum and Instructional Design for Adult Education. He believes that taking current course content and moving it online is more than just a "shovelware" exercise. Instead, the end product must provide a meaningful, memorable, motivational learning experience which enhances knowledge transfer and learner retention. His personal business philosophy: "What we have to learn to do, we learn by doing!"

## October 1<sup>st</sup> – Forgiveness in the Workplace\*

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**Date:** Tuesday, October 1, 2013

**Presenter:** Taylor Tagg,  
Forgiveness Trainer, Instructor, Author,  
Radio/TV Host

**Location:** Memphis Marriott East  
5795 Poplar Avenue, Memphis, TN 38119

**Time:** 11:30 a.m. – 1:00 p.m.

\*Joint SHRM/ASTD Event – note change from our usual location

As we navigate the intricacies and difficulties of the business environment, it becomes harder to have clear, uncluttered relationships and peace in the office. With the stress of delivering timely products and services at an all-time high, leaders and team members alike need valuable tools to deal with difficult employees, workplace resentments, and grudges that affect them mentally, physically, and emotionally.

Join Taylor Tagg as he delves into Forgiveness in the Workplace: A Three Step System to Emotional Balance and Good Health. Taylor will cover what Forgiveness is and is not, why we forgive, what is costs us when we hold on, and the benefits of letting go and moving forward. You will also learn his Three Step Process to Letting Go and Moving on Quickly which can immediately improve your stress levels and overall sense of health.

For more information on Taylor and his presentation, [click here](#).





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***Thank You 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 2013.

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**NEW**

*Amber Shegog*  
Instructional Design Intern

*Michele Billings*  
Student member

**RENEWAL**

*Rachel Kohr*  
Hilton Worldwide

*Jon Veazey*  
Leadership Coaching & Consulting

*Deloris Clayborne*



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**LOOKING FOR A WAY TO EARN ASTD BUCKS? CONTRIBUTE TO THE NEWSLETTER!**

If you would like to share a good book summary and/or an article with our ASTD Chapter members, please send us an email to [newsletter@astdmemphis.org](mailto:newsletter@astdmemphis.org). Your knowledge and expertise are greatly appreciated!

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**Member Spotlight: Meet One of Our ASTD Memphis Members!**

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## Larry Lipman

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Larry Lipman is a technical trainer with Scantron. Though the company is best known for its "fill in the bubble with a Number 2 pencil" forms, the company actually offers comprehensive software and hardware solutions for data capture and analysis. This includes surveys, course evaluations and - yes - test scoring. Larry brings to his work over 20 years' experience in training, management, technology and communications. He has extensive experience with end-user training on proprietary software systems, technical writing, and the development of training programs for custom vertical enterprise systems. In his current role, he provides on-site and on-line training to Scantron's clients around the world, and frequently contributes in the development of new curriculum and training materials.



Prior to joining Scantron, Larry served as Director of Training, Implementation & Client Services for ProcessMap, a company which provides enterprise-level web-based technology solutions for occupational health, environmental health and safety management, as well as industrial hygiene, audits and assessments. Larry's experience includes operating a successful consulting practice focused on technical training, business analysis and technical communication. Companies included Xerox, Wachovia, Macquarie Mortgage, Dictaphone/Nuance and NCR/Radiant/Synchronics. His work for Synchronics included documenting the data, processes and legacy software programs used to run this software business and then helping that firm identify replacement technologies.

His background also includes nearly 20 years as director of degree programs in recording technology and music business at The University of Memphis, where his responsibilities included business and academic administration; technology assessment; technical facility management; training in business practice and technology; curriculum; marketing and recruitment. His division was consistently a top performer - most importantly in helping to prepare students who continued on to achieve success in industry-related careers - but also routinely leading his department in key metrics.

Larry served as Chief Staff Executive for a professional trade association focused on the business of multimedia facility ownership, management and operations. His initiatives included a complete reorganization of the association's administrative and policy structure, deployment of technology to improve member servicing, development of new revenue streams, and activities to affirm the organization's stature as a leading resource for industry networking.

His professional association work has included multiple terms with the Recording Academy (Grammy organization) as National Vice President, international leadership positions in the Audio Engineering Society, and selection twice as President-Elect of the Memphis Chapter American Society for Training and Development, where he was unable to serve either term due to business travel demands.

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### ***Member Spotlight: Meet One of Our ASTD Memphis Members!***

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His work with the Grammy organization included a lengthy tenure on the National Education Committee, and extensive work in advancing the Grammy in the Schools and Student Grammy Awards initiatives. His work with the Audio Engineering Society included long-standing service on the Education, Membership, Diversity/Careers in Audio and Future Directions committees. His work with the Society of Professional Audio Recording Services included service as Chair-Long Range Planning, Educational Liaison, Listserv moderator and editor of the Occupational Handbook prior to serving as its paid Executive Director.

He holds a BS degree with a double-major in both Recording Industry Management and multimedia production, along with dual-concentrations in both business and production. He undertook additional studies in law (no degree), and was a practicing recording engineer for over twenty years.

Larry is an experienced public speaker and writer, having spoken at numerous domestic and international conferences, and having written and edited extensively for national publication.

*"To be an effective trainer, one must teach effectively to persons at all skill levels. You must be able to take complex material and present it in a simple, easy-to-understand manner for some, while also being able to relay high-level technical detail to others. I strive to offer a classroom where to all participants feel safe to ask and to learn."*

*"I am very client-focused and sensitive to my visibility as a "face" of our company. I am passionate about the quality of my work product, but also sensitive to business demands and time limitations. In my delivery of training, I strive to stay focused on an efficient, real-world practicality that produces tangible results."*

*"In my current position, the very nature of conducting on-site and on-line training requires one be a creative thinker and problem solver. Our task is not just to train on software feature operation, but to provide the client with understanding that will help them adapt as their needs change. This regularly requires a somewhat individualized solution be crafted for every client. I find that aspect of the job to be one of the most enjoyable because you get to help craft actual solutions for real-world application."*

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HAVE YOU RECENTLY RECEIVED A PROMOTION OR CHANGED JOBS? IF SO, WE WANT TO HEAR FROM YOU!  
Send an email to [newsletter@astdmemphis.org](mailto:newsletter@astdmemphis.org) for the opportunity to be featured in an upcoming spotlight!

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*July Luncheon – You Should’ve Been There!*

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## Millennials in the Workplace

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ASTD Memphis’ July luncheon featured speaker Debbie Adams, Manager of Enterprise Learning Services for International Paper. Debbie has management responsibility for the Global Learning Systems and Technologies processes, systems administration, training and support. Prior to her position at International Paper, she spent 8 years with Boeing in business development, training systems analysis, design, development, implementation, and R&D in instructional technology. Debbie also has 5 years’ experience in systems training development and systems integration and automation with Ferguson Enterprises, Inc., and the State of Virginia. Debbie has a BSBA and will soon complete her MBA.

Debbie began her presentation by explaining that many businesses are planning how to prepare for the new generation of workers, or currently struggling to keep pace with the new generation of workers entering the workforce. Like all generations, this newest generation entering the workforce has very different attitudes and desires than previous employees. Millennials, also referred to as Gen Y, Twenty-Somethings, Generation Next, or Echo Boomers, comprise more than any other workforce-aged generation (80+ million) – more than Boomers and Gen Xers and are individuals born from 1983-2001. Traits used to describe Millennials are “immediate,” digital natives, and family-centric. They are “green,” financially-pressured and financially-driven, have high self-esteem, and are optimistic.

The presentation continued with some general facts and demographics about the Millennial generation. As compared with other generations, they are 5x more likely to quit their jobs if they have a poor relationship with their manager, and half of them would rather have no job than a job they don’t like. This group is the most well-educated generation in history, are very technologically savvy, and are socially responsible, meaning they volunteer in record numbers.

Debbie discussed 4 main risks to consider with Millennials:

- Turnover- They tend to leave jobs faster than other generations when dissatisfied
- Knowledge Drain- When older employees exit the organization, expertise must be relearned or it is lost if there are no mechanisms in place for knowledge-capturing, sharing, or transferring.
- Leadership Scarcity- Because there are fewer Gen Xers to fill positions, management and leadership positions stay vacant longer.
- Culture Clash- Not only do Boomers delay their retirement, but they are at odds with Millennials.

Further, there are three “roadblocks” for Millennials that Debbie mentioned:

- Manager perceptions- Older generations have different values and experiences that can make them see Millennials in a poor light.
- Massive paradigm shift- When Millennials were growing up, their world was set up to serve them. However, when they enter the workforce, the tables turn.
- Situational blindness- Because of the paradigm growing up, most Millennials are unaware that other generations may perceive them badly or that they pose a unique challenge in the workplace.



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*July Luncheon – You Should’ve Been There!*

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Debbie wrapped up by discussing what organizations, leaders and managers, and Millennials can do to combat the challenges faced in the workplace. The organization as a whole should hone recruiting, hiring, and on-boarding to compensate for younger employees’ higher turnover rates, as well as create a plan to accelerate innovation, knowledge sharing/transfer, and collaboration. Managers should share research about strengths and weaknesses for Millennials and what skills they should focus on, and also should be aware of the generational differences such as what influences them and what they value. Lastly, Millennials should be made aware of the older generations (what influences them and what they value), should strive to build key skills and competencies in areas of weakness, including peer-boss relationship, getting feedback, entitlement, and listening.

Thank you Debbie for your engaging and informative presentation! Debbie has supplied the accompanying PowerPoint used to guide her discussion and is available on the ASTD Memphis website: [here](#).

*\*Minor redaction from the June “You Should’ve Been There” article: Rachel Kohr has completed coursework towards her master’s in Learning & Development, but has not yet completed the degree.*





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