





# The story of Roy "Wrong Way" Riegels

During the 1929 Rose Bowl in Pasadena, CA, an epic scene unfolded before the crowd of over 66,000. It was the Georgia Tech Yellow Jackets vs. the University of California-Berkeley Golden Bears on the field. Coach Nibs Price led the Bears and player Roy Riegels that day.

In the middle of the second quarter, Roy Riegels picked up a fumble by Tech's Jack "Stumpy" Thomason and in the heat of the action, was shoved and then bounced off a tackler. During the spinning and twisting of picking up the fumble and being shoved around, Riegels got disoriented and started running toward Tech goal.

Roy ran for 69 yards in the wrong direction. Teammates ran after Riegels, screaming for him to stop. Finally, at the three-yard line, one of his teammates stopped him just to be hit by the Georgia Tech players which pushed the ball to the 1-yard line. The Bear's attempt to punt was blocked by Tech, giving Tech a 2-0 lead at halftime.

In the locker room, Riegels was distraught and didn't want to return to the field. Roy said, "Coach, I can't do it. I've ruined you. I've ruined myself. I've ruined the University of California. I couldn't face that crowd to save my life."

The coach simply replied, "Roy, get up and go back out there — the game is only half over." Roy pulled himself together and returned to the game to deliver an amazing second half.

If you've ever had a project that didn't go as planned or if you have ever made an astonishing blunder in front of a client, then maybe you can empathize with Roy "Wrong Way" Riegels. The important lesson is to pick yourself up, knock off the dust, and keep moving forward. How you conduct yourself after the blunder speaks more to your character than the character itself. Reference (Wikipedia, 2013)

\*\*\*\*\*

Since this is a "double" issue, I wanted to take the time to address three upcoming events. First, the MidSouth Annual Learning and Performance Summit (ALPS) is going to be a great event! We have three speakers flying in – you'd be hard-pressed to find an event that provides all of the following for \$100:

- A day of learning
- Professional development
- Networking
- Door prizes
- Free Wi-Fi
- Vendor fair
- Lunch

The second event is our December social. You have ASTD Bucks if you are a current member. If you have attended any ASTD events throughout the year, then you have more bucks!





What are ASTD Bucks good for? In addition to good food and the opportunity to socialize, we are having an auction for – and please pardon the Wheel of Fortune reference – fabulous gifts and prizes. The only "currency" accepted for auction items is ASTD Bucks.

The last event is the election for next year's ASTD Board Members. Open positions are listed in below in the newsletter. If you would like to be considered for a Board position, please contact me or any of the other board members. Voting will take place at the ALPS event.

Sincerely,

Steven Aronson 2013 Chapter president

## **It's Election Time!**

The ASTD Memphis Chapter is holding nominations for elected positions on its 2014 Board of Directors. The election will take place at the November 15 ALPS Event. If you or another member you know are interested in any of the elected positions, please submit the name for the ballot. At the meeting, the floor will be open to make nominations at this time as well. Brief descriptions of the open positions are listed below.

- President-Elect
  - o Assists President with the day-to-day operations of chapter management
  - Works with Board and Committee members to prepare CORE and MAP requirements
  - Conducts succession planning to include recruiting new Board members and President-Elect, managing the chapter's talent search process and chairing the nominating committee
- VP of Finance
  - o Guides the Board in the development and administration of the annual Chapter budget
  - Ensures that proper financial management systems are in place for administering the Chapter's finances
  - Monitors Chapter financial administration
- VP of Communications
  - Ensures that accurate minutes are taken and maintained as legal record of the Chapter's business meetings
  - Maintains record of minutes, audit committee annual report, election ballots, membership surveys, newsletters, chapter correspondence, and any other important documents not specifically listed
  - o Participates in compilation of annual report information and statistics

For more detailed descriptions, visit our website at <a href="http://www.astdmemphis.org">http://www.astdmemphis.org</a>.





**Upcoming ASTD Memphis Events** 

Click here to register!

Don't miss this year's annual learning event! 2013 Mid-South Annual **Learning and Performance Summit** 

Register by October 25th for the early bird discount!

Join us for the

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



Kassy LaBorie Product Design Architect Dale Carnegie Training



Ken Phillips Founder & CEO, CPLP Phillips Associates

low to Capture Elusive Level 3 Data The Secrets of Survey Design



Renie McClav Inspired Learning, LLC

# FRIDAY, NOVEMBER 15TH

Homewood Suites by Hilton (Memphis-Poplar) is the preferred hotel for the event

	Member	Student	Non-Member	Deadline
Early Bird After Early Bird	\$70	\$40	\$90	Oct. 15
After Early Bird	\$85	\$55	\$100	Nov. 8

PROFESSIONAL DEVELOPMENT • LUNCH •

DOOR PRIZES • FREE WIFI • VENDOR FAIR •



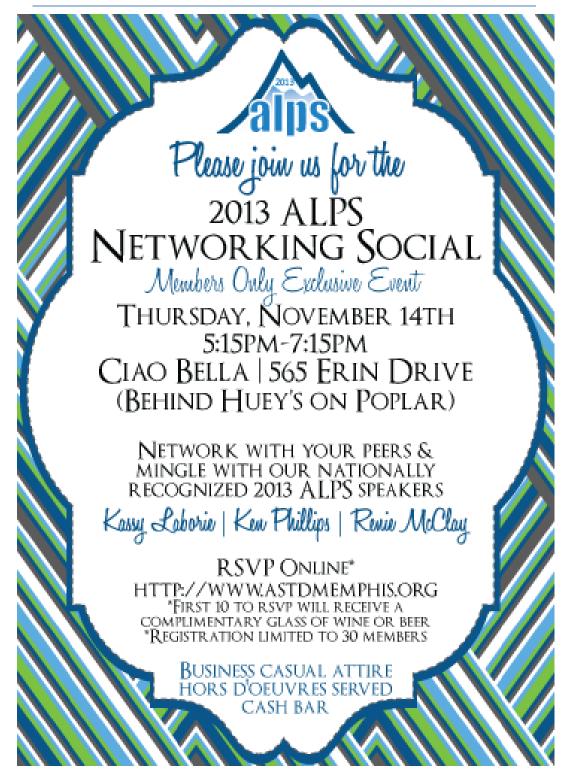
REGISTER TODAY! www.astdmemphis.org \*The first 75 registered will receive a free prize!







## **Upcoming ASTD Memphis Events**



Click here to RSVP to the event.





#### **Upcoming ASTD Memphis Events**

## November 15<sup>th</sup> – ASTD Memphis ALPS 2013

*Date:* Friday, November 15<sup>th</sup>, 2013

**Presenters:** Kassy LaBorie

Ken Phillips Renie McClay

**Location:** Memphis Botanic Gardens

750 Cherry Rd., Memphis, TN 38111

*Time:* 9:30 a.m. – 4:30 p.m.

Join us for a special day of learning with special guests Kassy LaBorie, Ken Phillips, and Renie McClay. Topics include virtual training, evaluating the effectiveness of training, and increasing interaction in our learning programs. You don't want to miss this event! Register by October 25th to receive

Click here to register for the event.

the early bird special!

## December 10th - ASTD Memphis December Social

**Date:** Tuesday, December 10<sup>th</sup>, 2013

Join us for our annual December social and trade in

your ASTD Bucks for awesome prizes!

**Location:** Hyatt Place Hotel

1220 Primacy Parkway, Memphis, TN 38119

See below for ways you've been earning ASTD

Product the great state of the product o

Bucks throughout the year!

*Time:* 6:00 p.m. − 9:00 p.m.

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			







#### Thank You 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 September and October 2013.

#### NEW RENEWAL

Ora Applewhite
Shelby County Government

Matthew Elliot RemitDATA, Inc.

Glenda Jones
Shelby County Schools

Cynithis Simpson FAA

Matthew Bolton
Student

Chuck Jones
Department of Veteran Affairs

Dorris Conner

Jenni Smith Walgreens

Tiereny Tunstall
Brother

Beth Schnitkey ServiceMaster

Richard Finnie MLGW



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





### Member Spotlight: Meet TWO of Our ASTD Memphis Members!

## Rachel Kohr

Rachel is a Learning Program Manager for Hilton Worldwide, supporting the Hilton, DoubleTree, Embassy Suites, Waldorf Astoria and Conrad brands. In her current roll she works with the various brands to analyze and source their training needs, then manages the resulting training projects. She gets to work closely with internal clients and external vendor partners to create innovative and instructionally sound training initiatives that touch hundreds of thousands of people worldwide.

Before joining Hilton Worldwide, Rachel spent the majority of her career at Smith & Nephew, Inc. where she took on increasing responsibility until her final position of Program Manager, Global Compliance Training. There she managed a team that worked with the U.S. Department of Justice to define, create and deliver training requirements for employees on the radical changes the healthcare industry was facing at the time.



Until deciding that training project and program management was where her skills were best used, Rachel spent her early career in IT. She was a technical writer, designed client GUIs for a Learning Management System company, facilitated IT training and occasionally acted as IT support. This experience became invaluable when Smith & Nephew, Inc. decided to buy and implement an LMS and eventually asked Rachel to lead the project. A project manager was born!

Rachel has a bachelor's degree from The University of Memphis and has completed about 15 hours toward her master's in Instructional Design and Technology. She recently received her Certified Professional in Learning and Performance (CPLP) from ASTD and has spoken on her experience during regular Memphis ASTD chapter meetings. Additionally, Rachel has various facilitation and project management certifications and currently has her eye on getting her Project Management Professional (PMP) certification through the Project Management Institute.

When not working, Rachel tries to spend as much time as possible outdoors. She is passionate about hiking and camping and usually gets out into nature several times a year. Lucky for her, her passion is shared by her spouse and two young children. Though Rachel admits that with the kids only being one and four months old respectfully, they can't really complain much!





Member Spotlight: Meet TWO of Our ASTD Memphis Members!

## Deloris Clayborne

Deloris Clayborne, Executive Director of Pathway to Dignity, is a visionary leader with more than 20 years of extensive experience in identifying core solutions, expanding business opportunities, developing new markets and creating strategic alliances to grow revenue and operational quality. Her exemplary leadership results range from cross-functional collaborations and energizing business relationships to maximizing available resources.

Deloris honed her blend of abilities through experience with The Department of Labor and Workforce, Urban Strategies Memphis HOPE, Benjamin Hooks Job Corps and The Commercial Appeal. Her education includes her Master's in Public Administration with a concentration in Non Profit Management subsequent to a bachelor's degree in Business Administration.



Additionally, she has earned multiple certifications to include Bridges out of Poverty, Trends in Neighborhood Unemployment, and Offender Employment Specialist Training. Deloris also participated in the special programs: Baby Boomers Forum, Bridges out of Poverty, Circles Initiative, and Before You Ask, which was sponsored by the Assisi Foundation.

She excels in innovative approaches, gaining consensus and sup port, creative problem resolution, and continuous process improvement. Deloris utilizes hands-on deployment experience with driving multiple projects from inception through completion by serving as a primary point of contact for team building and alliance development. Today, Deloris leads a Re-Entering Citizens' program for Pathway to Dignity as Executive Director. This role entails one-on-one career coaching for individuals with employment barriers. She conducts workshops to move individuals to job readiness and training programs. Deloris is responsible for building relationships with employers, community leaders and non-profit organizations to promote employment opportunities. She also conducts speaking engagements pertaining to the program.

In addition to her work, Deloris has held Executive Board Positions and memberships for Pathway to Dignity and American Society for Training and Development (ASTD). She is also a member of Memphis Area Women's Council, National Association of Workforce Development Professionals, National Association of Professional Women and the Black United Fund. Deloris received the City of Memphis Certificate of Merit for her nomination of Fifty Faces, Pioneers, Mentors and Role Models, and she volunteers for numerous other professional and non-profit organizations.

Below is Deloris' contact information:

DClayborne@pathwaytodignity.org; 901.270.0050







## **Good Readings for Learning Professionals**

submitted by Dr. Trey Martindale

As someone who interacts with students, recent graduates, and practitioners in the field of learning and development, I receive frequent questions about jobs, journals, conferences, and organizations in the field. So, to help people sort through these things, I've recently updated my "list of lists" about job searching, professional organizations, choosing a journal, reading informative books, and choosing conferences to attend. I hope these resources are useful for you.

- 1. Finding a job in instructional design and/or e-learning: these are job sites specific to the field, or targeted searches (instructional designer, etc.) within larger job search sites. http://treymartindale.com/jobs/
- 2. Journals to read in instructional design, instructional technology, and e-learning: <a href="http://treymartindale.com/journals/">http://treymartindale.com/journals/</a>
- 3. Books in instructional design and e-learning: these are the books I mentioned in a recent speech for ASTD Memphis and a speech for E-Learn Memphis. These books represent good entry points for learning about instructional design and e-learning. The links go to the Amazon.com page for each book.

http://treymartindale.com/books/

- 4. Professional organizations in instructional design and instructional technology: <a href="http://treymartindale.com/organizations/">http://treymartindale.com/organizations/</a>
- 5. Professional conferences (regional and national) in instructional design and technology, and elearning:

http://treymartindale.com/conferences/

I hope you find these resources useful. Please let me know of other resources you think should be on these lists. And thanks to ASTD for inviting me to speak about these a few months ago. Here is the link to the resources I mentioned during that talk: "Instructional Design Resources You Can Use Now".

http://treymartindale.com/astd/

Bonus link: Here is an introduction to MOOCs (Massive Open Online Courses) that I compiled recently. Read these resources to understand a bit of history and perspective about this (over)-hyped phenomenon.

http://treymartindale.com/mooc-overview-and-links/

Special thanks to Trey for sharing his resources and for his continued support of our ASTD Memphis chapter!





### August Luncheon – You Should've Been There!

## Addressing the Skills Gap in the Manufacturing Industry

Submitted by Crystal Crutcher

Existing manufacturing companies with an aging workforce are trying to figure out ways to fill positions in the Memphis, TN area. The Industrial Readiness Training (IRT) program was developed to train potential candidates to fill these jobs. The IRT course is a four-week program at Southwest Tennessee Community College, developed in partnership with the Workforce Investment Network (WIN), designed to prepare individuals for jobs in local manufacturing and industry.

August's speaker was Mr. Kim Barnett to provide an update of the Industrial Readiness Training program at Southwest Tennessee Community College. Kim serves as a Director of Workforce Development and Manager of the IRT Program. The presentation included an overview of the Workforce Development and Continuing Education department at Southwest as well included an update on the progress of the IRT. Since the IRT's inception in January 2012, 28 classes were completed with 531 graduates. Partnering companies have made offers or committed to making offers to over 420 graduates. IRT partnering companies include The Solae Company, Electrolux, Unilever, Sonoco, City Brewery, DuPont, Lucite, KTG/Krueger, to name a few.

The short-term 2-year plan for IRT includes:

- Increase company partners to 25
- Develop ability to graduate up to 150 students per month
- Develop a student database
- Implementing better motivation methods
- Develop and implement an IRT prep course

Kim's presentation was engaging and spurred a lot of interest among individuals in the room interested in potentially partnering with Southwest. Many thanks to Kim for providing an update on the progress of the IRT program. We look forward to hearing more about the exciting workforce development and continuing education course offerings at Southwest.

## **December Auction Committee Seeking Donations!**

The auction committee is accepting donations for the December social, and we hope your donation is included. Please contact Tiereny Tunstall, Event Coordinator, at Tiereny.Tunstall@brother.com or Steve Johnson, Auction Committee Member at profrecruit@bellsouth.net to arrange pick up for your donation.

Remember, you receive ASTD Bucks for the retail value of your donation to use the night of the auction. Thank you for your support!





## September Luncheon - You Should've Been There!

## Training Games for 100, Alex!

Organizations around the world are integrating gaming into their learning programs in order to drive performance, highlight achievement, and boost engagement. Gamification techniques can be applied to basically any market – including software training, sales, improving operations, and even leadership. Why is there such a fascination with gamification? It increases learners' knowledge; studies have shown that gamification can increase long-term retention by up to 10 times! It's not the game itself, but rather the level of interactivity within the game that leads to learning. It gives learners immediate, real-time feedback and inspires others to perform better through competition. Chuck showed us examples of serious games, or immersive learning, and explained that gamification can be as simple as tossing a Koosh ball to a student, asking them a question, and giving them 5 points for answering correctly.



- Models of reality
- Goals
- Rules
- Conflict, cooperation, competition
- Time



- Rewards
- Feedback (intrinsic, extrinsic)
- Levels
- Storytelling

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.

Throughout his presentation, Chuck shared with us examples of each of these elements with his fascinating games he has developed. Chuck encouraged us to check out the Marshmallow Challenge which is a fun, engaging way to teach leadership and project management. Check it out here: <a href="http://marshmallowchallenge.com/Instructions.html">http://marshmallowchallenge.com/Instructions.html</a>. Many thanks to Chuck for sharing his knowledge and expertise on the topic of gamification!

## Save the Date!

Join us for a Holiday Appetizers cooking class at L'Ecole Culinaire

Saturday, November 23 at 6pm

More details coming soon!





#### October Luncheon - You Should've Been There!

## Forgiveness in the Workplace: A Three-Step System to Emotional Balance and Good Health

Submitted by Debra Bennett

Have you been wronged in the workplace and struggling to learn how to forgive? Have you been waiting on an apology? Has this been weighing on your heart, affecting your work life and personal life? Or, are you having to deal with a jerky boss, non-compliant employee, gossiping, advantage takers, rule breakers, etc.? Well you missed an opportunity to learn a new skill – forgiveness – and discover the path to a peaceful heart.

Author of The Path to a Peaceful Heart, Taylor Tagg, was the speaker for the annual October joint luncheon for AST D Memphis and SHRM Memphis. Taylor is no stranger to the training and human resource communities. I, for one, am always excited when he is available to share his wisdom. Taylor shared with us his knowledge and firsthand experience on learning to forgive. First, you have to change your mindset; don't think of the situation as "to" but "for". Human nature makes you feel you've been wronged; however, don't think of it as life is happening to me but for me.

Forgiveness is not looking the other way, devaluing what happened to you, letting someone off the hook, a sign of weakness, or a way of reconciling. Forgiveness is the ability to let go. Forgiveness begins with forgiving yourself and accepting the apology you may never receive from the other person. Forgiveness is a way to remove the stress from your life and make peace within. Final thought from Taylor is, "Forgiveness is not about having all the solutions; it's about letting go of the problems so the solutions can become clear".

The nuggets that Taylor shared with us have already helped me to move past a situation in my workplace. I accepted in my heart the apology that never came and let go of the problem. To find out more about Taylor Tagg and his books, please visit <a href="www.theevolvingheart.com">www.theevolvingheart.com</a>.

\*\*\*\*\*

## **Advertise with ASTD Memphis!**

Below are rates for purchasing ads that will appear in one (1) issue of our e-Newsletter!

Full page (8 ½" x 11")	\$75
Half page (8 1/2 "	\$40
Quarter page	\$25
Eighth page	\$15

Email marketing@astdmemphis.org for more information.