

Perspectives

Dallas Chapter of ASTD

Membership Newsletter



May 2002

Inside this Issue:

Meeting Topic	2	The Consultants' Corner	14
NEW > SIG Schedule & Topics ...	4	Ask the Trainer	17
From Our President	5	Snapshots	18
Thank You Volunteers!	7	Member Services	18
Link of the Month	7	Calendar	22
Using MS Office	8	Advertising	23
Creative Process	11	Leadership Team	23
Attitude is Everything!	13		

Perspectives is published by the Dallas Chapter of ASTD, a non-profit corporation. *Perspectives* presents issues, opinions, and news of interest and value to the human resources development community. The annual subscription rate is \$12.00 for non-members.

Letters to the editor, guest contributions, and advertisers are welcome. Submissions may be sent to Joe Russo or Elaine Weeman (contact information below.) The deadline for all submissions is the **second Friday** of each month. Submissions received by the deadline will be placed in the following month's newsletter.

Please contact the Chapter Administrator at 972.755.0956 or info@dallasastd.org for information on ASTD, membership, changes in membership status (such as change of address, company name, title), receipt of *Perspectives*, or any chapter-related issues.

Editor/Designer:

Joe Russo
jrusso@zalecorp.com
972.580.5379

VP of Communication:

Elaine Weeman
eweeman@seachangeptrs.com
972.869.0304

Disclaimer: The materials in *Perspectives* and on our website are for informational purposes only and by no means constitute a recommendation or endorsement. The Dallas ASTD Board of Directors, Leadership Team and production staff are not liable for individual interpretation and use of the information provided. The newsletter and website are provided to give readers and visitors a general understanding of training and development issues, not to provide specific professional advice. Before you act on any information contained in either our newsletter or our website, the chapter highly recommends consulting an expert on the subject. The chapter will not be responsible for any errors or omissions transmitted by its newsletter or website nor will it be responsible for opinions expressed by members, guest speakers, or contributors to the newsletter or website.

At our next meeting, Dallas ASTD Presents:

What is Accelerated Learning and Why Should I Care?

with Bill Wilson



As instructors, we all have dreams of expanding the minds of our students through learning experiences that inspire and challenge. Whether we are teaching an off-the-shelf software course or leading a workshop for business executives we want our training to be stimulating, exciting and most of all, lasting.



Learning is more than a cognitive process. Effective learning engages the brain, the emotions, and the physical body. Accelerated Learning is a science-based learning system that incorporates hands-on experiences with positive reinforcement of the natural learning abilities of every individual. It's a system derived from detailed psychological and anatomical research on the human mind, specifically how the brain acquires, retains and retrieves knowledge. Core to these conclusions is the consideration that learning is enhanced when tension, stress, and preconceptions are removed.

Many instructional designers and trainers incorporate fun, environment and mental safety into their programs. Some do it well, some do not. Learn the real reasons behind well-designed fun learning and understand how to intentionally design memorable high-impact training.

In this Session you will learn the 10 foundational elements of Accelerated Learning:

1. Knowledge About the Human Brain
2. Emotional State
3. The Learning Environment
4. The Role of Music and the Arts
5. Personal Motivation
6. Multiple Intelligences and Learning Styles

This month's meeting is on:
Tuesday, May 21, 2002
at the Hilton Dallas Parkway
4801 LBJ Freeway, Dallas, TX
(NW corner of LBJ and Tollway)
Hotel Telephone: 972.661.3600
Cost: \$30 members / \$40 guests
(includes dinner)

If you plan on attending,
please register by 5 p.m. on
Thursday, May 16.

You may register on our website
at <http://www.dallasastd.org>
or register by e-mailing us at
info@dallasastd.org or by
calling us at 972.755.0956,
ext.31 (for members) or ext.30
(for guests). Payments may be
made by phone or at the
meeting. *No-shows will be
invoiced.* Also, please tell us if
you require a vegetarian meal.

Schedule of Events

Consultants' SIG	4:30 - 5:30 p.m.
JobNet	4:30 - 5:30 p.m.
OEP SIG	4:30 - 5:30 p.m.
Networking and Registration	5:15 - 6:00 p.m.
Orientation	5:30 - 6:00 p.m.
Dinner	6:00 - 7:00 p.m.
Program	7:00 - 8:00 p.m.

7. Imagination/Metaphors
8. Suggestion
9. Team Learning and Cooperation
10. Improvement and Results



This will be a highly interactive presentation. Each participant will depart with a plan for incorporating Accelerated Learning into his/her own training programs. You will find that your training will be more engaging, achieve significantly better retention, and in most cases, achieve better results in less time.

Bill Wilson has been involved in the training and performance improvement arena for over 25 years. He is currently Vice President and Chief Operating Officer of QEI Learning Strategies, a training design and development firm in Alexandria, VA. Bill is also the current president of the International Alliance for Learning, the leading international networking association dedicated to Accelerated Learning.

Bill has a diverse background and brings his experiences from a number of fields into his creative approach to training. He has been an award winning journalist, a human resources manager, labor negotiator, senior school system administrator, School Board Member and manager of a multi-media production firm. He is an excellent speaker, designer and trainer. Bill is also an inventor, holding two US patents.

The CEDARS model was developed by Bill using his experience in software training and his work with the brain research and concepts inherent in Accelerated Learning. CEDARS is an adaptation of the basic AL training cycle that provides for the benefits of AL in the context of software training and serves as the foundation of Bill's program called "Concepts Before Keyboards." This model has been adopted by a number of organizations as their basic design approach to software training.

Bill has also been involved in professional associations during his career. In addition to his work with the International Alliance for Learning, he is a member of the program committee for the Washington DC chapter of ASTD. He has presented a variety of topics to a number of local, national and international training conferences. Bill will present a two day pre-conference workshop at the 2002 ASTD Conference on "Designing Participant Centered Training using QEI's Blueprint 4 Performance Design Model." (Also referred to as "Designing Training to get the RIGHT Knowledge to the RIGHT People in the RIGHT Way at the RIGHT Time.") A short version of the workshop will be offered as a concurrent conference workshop.

As a designer and trainer, Bill has worked with teams from a variety of companies in numerous fields. A partial list of his assignments include: The Associates, BellSouth, Chrysler, Allstate, CNA Insurance, Prentice Hall, The Coastal Corporation, Bethlehem Steel, Florida Department of Transportation, Eli Lilly,

SIG Meeting Schedule and Topics

New to *Perspectives*! Each month, we will list the schedule for Special Interest Group meetings and summaries of the topics to be presented. The SIG meetings for May are listed below. (Note: the Learning Technology SIG will not meet in May.)

May 1
7:30-9:00 AM **So How Am I Doing?**
Facilitate With Style SIG
Wyndham Garden Hotel (Alpha and Coit, just off 635-LBJ)

Patricia Mejia has been in training for over 17 years and she will share valuable tips on how to evaluate your training style and program. In this bottom line environment, you don't want to miss it! RSVP to Mary Anne Wihbey at webekool2@aol.com.

May 21
4:30-5:30 PM **Building Emotionally Intelligent Organizations**
Organizational Effectiveness and Performance SIG (OEP)
Dallas Parkway Hilton (Upstairs conference room)

Elaine Weeman will speak on the key characteristics of Emotional Intelligence and how leaders build those E.I. competencies to build more effective organizations. Elaine is certified in the Emotional Intelligence Competency Instrument and has coached leaders for the past 20 years.

May 21
4:30-5:30 PM **Independent Contractor Agreements...
When to Use Them and What They Should Contain**
Consultants' SIG
Dallas Parkway Hilton (upstairs conference room)

David Byers, a legal expert with 28 years of experience in the field, will share his unique perspective.

In the Summertime (You know the tune...)

by Bob Livingston, President



*In the summertime
When the weather is high
You can stretch right up
An' touch the sky*

*When the weather's fine
You got learning, you got learning on your mind
Have a drink, have a drive
Go out and see what you can find*

Lyrics by Mungo Jerry
(except for a few minor alterations)



ummer is often thought of as a time when things slow down for HRD professionals. Vacation schedules make it hard to get people together for training. So why not take advantage of it. It's time for you to spend some time on your own development. That's why ASTD has put together a summer program to help you accomplish this task. We are filling the summer up with great programs. Look at what is available!



May... Our monthly meeting is on May 21. The speaker is Bill Wilson and the subject is "Accelerated Learning." Bill is the president of the International Alliance for Learning, a national association for professionals in the field of accelerated learning. He is bringing some fascinating tips and methods that you can use in your own programs. This program is guaranteed to be both exciting and fun.

The International Conference and Exposition runs from May 31 to June 6 in New Orleans. Check the ASTD website at www.astd.org for details. The opportunity for personal growth is outstanding.

June... Our monthly meeting is June 18 with speaker Anne Lovett Baird. Her topic, "Fast

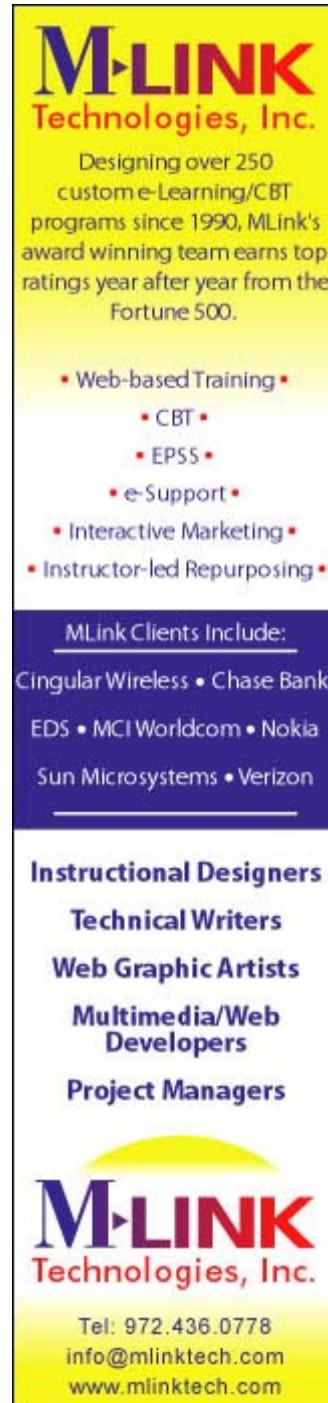
and Easy Course Design," is a skill we can all use. Anne is a past president of our chapter. Those of us that know Anne were excited to hear that she is coming to share her expertise with us.

In early summer, we will present a Career Development Workshop. This one-day workshop will show you how to assess and develop a strategy to enhance your skills and increase the opportunities available to you in the HRD and training profession. Facilitated by Career Development professionals, it is a perfect opportunity to "take stock" and determine what development activities you need to move to the next level.

July... Dr. Mo is coming! Our speaker for the July 16 monthly meeting is Jim "Dr. Mo" Moshinskie. His program is titled "E-learning Best Practices." From all the reports I have received, you are in for a treat.

August... Come visit the Dallas ASTD Vendor Fair! The Fair will be open before and after our August 20 monthly meeting (a luncheon). The Fair will consist of thirty vendors plus concurrent educational sessions. Last year's event was highly successful. This year will be bigger and better.

Have a great summer! ☼



M-LINK
Technologies, Inc.

Designing over 250 custom e-Learning/CBT programs since 1990, MLink's award winning team earns top ratings year after year from the Fortune 500.

- Web-based Training •
- CBT •
- EPSS •
- e-Support •
- Interactive Marketing •
- Instructor-led Repurposing •

MLink Clients Include:
Cingular Wireless • Chase Bank
EDS • MCI Worldcom • Nokia
Sun Microsystems • Verizon

Instructional Designers
Technical Writers
Web Graphic Artists
Multimedia/Web Developers
Project Managers

M-LINK
Technologies, Inc.

Tel: 972.436.0778
info@mlinktech.com
www.mlinktech.com



Do you want a proven way to motivate your sales team, and give them the confidence that will help them make more calls and close more deals? Then call Peak Performance Solutions to get your Sales Reps off to a fast start and make 2002 your best year yet!

"After feeling total burnout I am restored ... I will be better than ever in my selling."

"Mary Anne is a very dynamic personality with world class selling skills."

Peak Performance Solutions®

Call us at **972-715-2678**
or e-mail **webekool2@aol.com**
or visit our website at **www.callpeaknow.com**



Thank you to the following volunteers...

Deborah Avrin, VP Programs, thanks: Janet Kafka, Aimie Lay, Shanna Loutrel, John Radermacher, and Susan Brookshire. (Susan is responsible for booking and organizing May's speaker.)

Elaine Weeman, VP Communications, thanks writers: Richard Buse, Sandy Baumann, and George Hendley.

Elizabeth Bogard, VP Marketing, thanks: Karen Clem, Pete Jensen, Cheryl Jensen, Kory Kellogg, Mack Sorrells, and Martha Stott.

And for helping at the registration tables in March and April, we thank: Sam Creel, Kory Kellogg, Loretta Reid, Carl Schwab, Jr., Tish Visinsky, and Vicky Ulrich.

If you'd like to recognize a special volunteer, please write to Joe Russo at jrusso@zalecorp.com or Elaine Weeman at eweeman@seachangeptrs.com. ☎

Link of the Month

For an introduction to Knowledge Management, check out "Eight Things That Training and Performance Improvement Specialists Must Know about Knowledge Management" by Saul Carliner, Bentley College – Waltham,

Massachusetts.

<http://www.lakewoodconferences.com/whitepaper2.htm>

This White Paper:

- Describes what knowledge management is and how it is used within organizations in general, and within training and performance improvement groups in particular,
- Identifies the technology needed for a knowledge management system,
- Identifies the work activities needed to effectively place information in a knowledge management system,
- Suggests ways that training and performance improvement professionals might be affected by knowledge management efforts within their organizations.

Send your submissions for link of the month to Joe Russo at jrusso@zalecorp.com or Elaine Weeman at eweeman@seachangeptrs.com. 📧


Using Office for Training Functions

Train the Trainer - Excel Spreadsheets

By Shirley Lee

Welcome to a feature article by Shirley Lee. Each month, Shirley will supply tips for using Microsoft Office applications to improve your presentations and streamline your job. The features presented in these articles will apply primarily to Office 97 and Office 2000 users.

Do you ever need to center text or other data over several columns in Excel to create a header or sub-header? Below are the three most commonly used methods to center data in a worksheet. Which method to use depends on the desired results.

 HR Development Consulting™

Competency Modeling Workshop

Dallas Date Available:
May 24

Overview: This workshop provides everything you need to know to create competencies and competency models for every role in your organization! You will receive tools and templates to implement projects and case studies you can replicate.

Who Should Attend? This workshop is designed for training and HR professionals who are involved in competency modeling projects. It will provide 7.5 hours of CE credit.

For more info, call 866-293-8608
or visit our website at
<http://workshops.hrdevelopment.org>

Center data in each cell (single cell or range of cells):

--	--

1. Select the cell or range of cells in which data should be centered.

2. Click on the **Center Align** button from the toolbar.



Sample Result: (Data in each cell is centered.)

	A	B	C
1			
2	Labels	X Values	Y Values
3	Datapoint1	2	5
4	Datapoint2	9	7
5	Datapoint3	5	3
6	Datapoint4	4	8
7	Datapoint5	1	4
8			

Center data and merge multiple cells at the same time:

1. Select the cell range to be merged. The range must include the data to be centered. (Only the first cell's data will be merged. Other data in the range will be deleted.)

2. Click on the **Merge and Center** button from the toolbar.



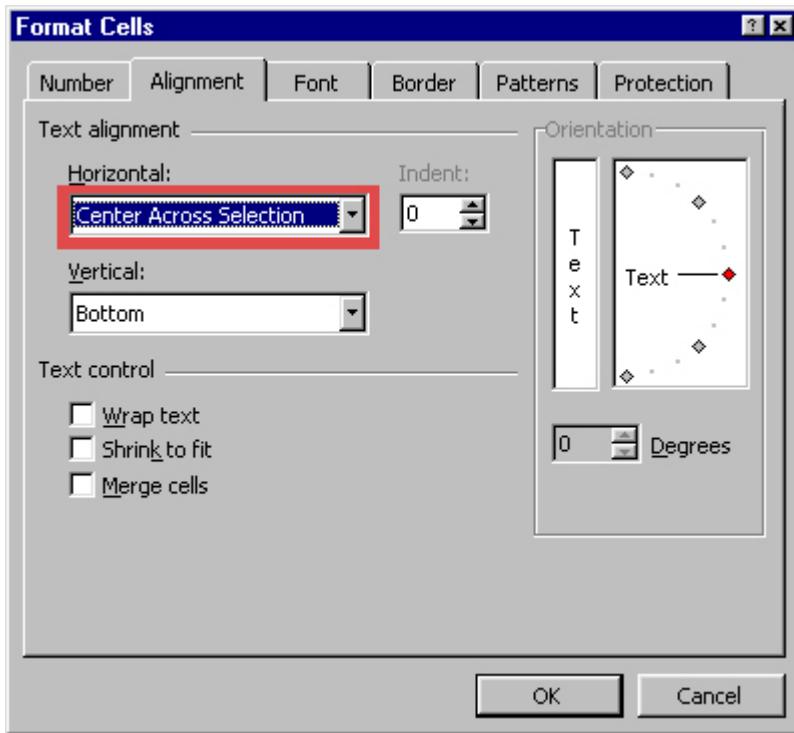
Sample Result: (B1 and C1 are merged and the text is centered across the two cells.)

	A	B	C	D
1		Values		
2	Labels	X	Y	
3	Datapoint1	2	5	
4	Datapoint2	9	7	
5	Datapoint3	5	3	
6	Datapoint4	4	8	
7	Datapoint5	1	4	
8				
9				

Center data across multiple cells without merging:

1. Select the cell range in which the centered text should appear.

2. From menu bar, select **Format**.
3. Then select **Cells**.
4. Click on the **Alignment** tab.
5. Select **Center Across Selection** from the "Horizontal" drop down box.



6. Click the **OK** button.

Sample Result: (Same as the previous example, however, cells B1 and C1 are not merged.)

	A	B	C
1		Values	
2	Labels	X	Y
3	Datapoint1	2	5
4	Datapoint2	9	7
5	Datapoint3	5	3
6	Datapoint4	4	8
7	Datapoint5	1	4

Shirley Lee is MOUS certified (Microsoft Office User Specialist). Her web site contains more PC hints and is located at this URL:

Creative Process

By Sandy Baumann

If it wasn't for that activity we did, I wouldn't have started on my goal!" Jackie, a co-worker, said to me three months after she took the "Goal Setting" class, facilitated using a game-like activity.



Game? How can we accomplish workshop goals if we're playing games? Calling a learning activity a "game" can result in immediate resistance from a class full of managers—or from adults in general. So why do facilitators choose to utilize games or activities in their classes and workshops? Is it to fill time? Is it to encourage a fun learning atmosphere? Why don't we just use the exercises in our facilitator guides?

Malcolm Knowles, one of the most frequently cited theorists in adult education, stated that adults learn better when they are actively involved in their own learning. Experience is the best teacher and an experiential activity can enhance the learning process. In some cases, depending on the relevance of the activity, it will leave a lasting impression resulting in desired impact.

So should you utilize a game or activity for your class or workshop? Are they always appropriate? Are you taking a risk especially with adult learners? If not practical or relevant, activities can backfire and result in the facilitator losing credibility. Make sure that you have a legitimate reason for using them if you choose to do so. Activities that are not introduced with a purpose in mind will only feed the notion that "you're wasting my time." However, effective games or "activities" (as I prefer to label them) can help increase creativity, reduce stress and encourage overall participation. Conducted by a prepared facilitator, participants will enjoy the experience of meaningful discoveries through relevant and practical activities.

BOOHER
CONSULTANTS, INC.

*Increasing Productivity
Through Effective
Communication*

TRAINING TOPICS

Written Communication
Business Writing
Technical Writing
Proposal Writing
Email Writing
Proofreading and Editing
Grammar

Interpersonal Skills
Listening
Resolving Conflict
Building Rapport
Gender Communication

Oral Presentations
Preparing Your Presentation
Visuals: Design and Use
Platform Tips
Thinking on Your Feet

**Productivity and
Communication**
Customer Service
Personal Productivity
Meetings
Course Development

DELIVERY OPTIONS
In-House Workshops
Public Workshops
Licensing Programs
Personal Coaching
Books, Videos, CD-ROMs,...

 **Dianna Booher**
CEO,
Speaker,
and Author
of 40 Books

BOOHER CONSULTANTS, INC.

800.342.6621
www.booher.com
training@booher.com

Here is an example of an activity used for a diversity class.

Title: **This or That**

Purpose: Create familiarity with participants in class by discovering that although many people are externally different, they may possess similarities that may be unknown. An interactive fun learning environment is important for any group development program especially through building relationships.

Time: 5 to 10 minutes

Materials: Flip chart, markers and room space

Group Size: 6 Minimum

Process: Introduce the activity by stating the name of the activity and the purpose. Have everyone stand, stretch if needed and gather in the middle of the room facing the facilitator.

On a standing flip chart, write "This or That". Write two related choices on the flip chart, one under the word "This" and one under the word "That". For example, write "Harley Davidson motorcycle" under the word "This" and then write "10-speed bike" under "That". Explain that if they identify with "This", they should move to the right side of the room and if they identify with "That", they should move to the far left side of the room.

Allow at least 30 seconds before announcing the next choice as they will no doubt spark up conversation with their current group as interaction and bonding is encouraged.

The choices should not be written in advance so the participants remain curious throughout the exercise. Other "This or That" examples are "McDonald's" or "Burger King", "shopping malls" or "flea markets", "employed by the company more than 5 years" or "... less than 5 years", "pickup truck" or "sports car". (Remember that they are choosing which one they prefer or identify with, not which one they possess.)

Conclude by explaining that although there is a lot of diversity in the room (or in the company), there are also a lot of similarities among those that you consider to be different from you.

Sandy Baumann is a Regional Development Manager with a local Fortune 500 company. With over seven years of experience, she focuses on Leadership Development, Diversity training and employee development solutions. ☞

ATTITUDE IS EVERYTHING! (Part 2)

by George Hendley

"There is very little difference in people, but that little difference makes a big difference. That difference is attitude."

- John Maxwell



What counts more to employers: attitude or aptitude? In an article in TRAINING magazine, the response was clearly attitude. In a national survey of 902 employers, 56 percent said that attitude carried more weight. Only 40 percent said skills and abilities or aptitude was the larger concern. Most of those surveyed had a greater concern about the new hires' work motivation, effectiveness on teams, willingness to accept responsibility and attention to customers.



Why is it that attitude plays such a major role in success in the workplace? Isn't it more about getting the job done on time and within the budget than about making friends, smiling and "getting along"? With today's pressurized work place, constant change and the instability of most jobs, attitude counts more than ever.

How would you like to work with someone who does the work but never shows appreciation for your efforts or a desire to assist you with the work you are supposed to share? What would you think of someone who continues to ignore common courtesies and shows no manners or respect of your time or property?

When it comes to hiring and, even more, to promoting in the workplace, a common element that is required is the right mental attitude.

In a study conducted by Telemetrics International, 16,000 people were surveyed. This study linked common characteristics and actions to successful people. One of

the most significant differences between high and low achievers was their attitude. Those defined as high achievers tended to:

- Care about people, as well as the bottom line
- Respect the value of other people's abilities
- Seek advice from others
- Be good listeners
- Have a POSITIVE ATTITUDE about life in general.

Child behavior specialists generally agree that we develop most of our attitudes in our formative years—from birth to age seven. The positive side is that we all start out with a good attitude; the bad news is that we later learn the negative attitudes that we tend to adopt and hold as adults.

What happens that causes this change? We become influenced by our environment and the people we associate with. The important people around us on a consistent daily basis—parents, guardians, siblings, teachers, friends—all share their attitudes with us through their words and actions.

By the time we are only 2 years of age we have observed more than 8,000 hours of "life". This includes the good, the bad, the fun and the sad. This constant daily mental barrage has a powerful influence on all of our thoughts and attitudes. It is the foundation for those beliefs and feelings that shape our personal attitudes.

Are we forever locked into these early patterns no matter what the consequence? Thankfully the answer is no. We do have the power and ability to change and redirect even the most negative attitudes begun as a child. It does take work and focused effort but it is available and it is worth the investment in time and effort.

In future articles, we'll explore how a good mental attitude can be developed and maintained even in today's negative world.

This is the second in a series of articles on Attitude. For more information about other articles, books and programs that George has available call him at 972-234-4377 or 800-900-0562 or visit www.georgehendleypresents.com. ☎

The Consultants' Corner...

What Do Organizational Leaders Want from Consultants?

by Elaine Weeman, VP Communications

The following is a report from the March 19 panel discussion at the Consultants' SIG, facilitated by Allen Barraclough. Guest Panelists included Martha J. Hulse, VP Worldwide Operations for Equitant and Gretchen Magee from Motorola Corporation Shared Services:



What are your favorite success stories?

Martha: In 1984, while working for EDS, taking our company global. We used a consulting firm, Deloitte Touche, to leverage the people, processes, and systems. They facilitated a conversation with other leaders who have gone through this process. Their objectivity was very valuable.

Gretchen: We brought in consultants for a variety of HR issues and problems that needed to be resolved. Sometimes we knew the problem, sometimes we needed the issue framed so we could determine the root causes. We appreciated consultants who could help us identify and act on the real need. The other factor is the consultant does not own the problem. They are there to help you to discover it, resolve it, and give the client the tools to manage the problem.

How do consultants add the most value?

Gretchen: Consultants help by providing thorough, well thought out processes to follow. They facilitate the process. For example, we had a big project, called "leadership supply." We worked with Bain and Company. We had 10 sub-processes and each one had a design team. They had a methodical way of working through each stage and it gave us clarity. We worked through it for one and a half years, which was good!

What turns you off or on in working with a consultant?

Martha: Turn Off - Not listening, a fancy presentation, and plans that are not executable. It has to work and it has to demonstrate results.

Turn On - They really know their business. We expect high value. We are paying more to a consultant than we pay our employees. (And whoever can get us there faster!)

Gretchen: Turn Off - People who do not really know how to move a group through the process they have.

Turn On - They look like someone I would like to be affiliated with. They are professional, intelligent, and high quality. They bring AH-

HA's and they offer expertise. They build relationships and add value with good ideas. They try to understand the business, the industry, and your situation before offering solutions. They ask many thoughtful questions. They might even recommend someone else or a different solution. Regarding "problem ownership," the internal person leaves with the know how and follow through and gets the glory. It's imparted to the organization and that's what they're there for."

How would you prefer a consultant get your time?

Martha: I like to get word of mouth from a customer, employee or associate—not emails; I get 100 a day... I like case studies (quick ones) and I like to see the ability to demonstrate success. A lot of it is luck. At that time, I might be looking for a particular thing. Short and sweet—a good elevator speech. Voice mail works too—say it fast and effectively.

Gretchen: I am barraged by direct mail. I do save and file them. I prefer to meet through a relationship. Some consultants have taken the time to build a relationship in unique ways. One invited me to participate in a luncheon and invited me as their guest. Another consultant invited me to be on a panel—that person also invites me to her annual holiday cookie party! One consultant formed an advisory board for her own company and invited me to participate. We met on a regular basis, my name was on her letterhead, and I felt valued. Another consultant conducted a survey on EEO best practices. I was asked to fill out the survey and when they compiled the results, I received a very well done report on the topic. I got something of value for my time.

What are the MUST-DO's to establish a successful relationship with your organization?

Martha: They must demonstrate a passion for what they do. I also look for strong listening skills. The qualities I most look for are trust, integrity, and honor.

Gretchen: They must really understand the business. We like to see analysis and a solid process for fact finding. We look for firms that offer a unique skill and are best in class.

Additional question from our audience:

Do you expect that fact-finding is normally a part of the cost?

Martha: It depends. If it is something you need to do to price your service, then you should not charge for that time. However, beyond that, if you can demonstrate the value of the analysis and the fees are agreed up front, it is fine. Another approach is to ask that it be paid on a contingency basis (if I don't win the business, I'd like you to pay me for my time.)

Gretchen: Many times a valuable diagnostic phase is a paid part of the work. One

example is leadership benchmarking.

Closing Comments?

Gretchen: I would like build on what Martha said earlier about passion. I agree with this and there are several ways that show me consultants have passion for their work. They know their field inside and out. They can demonstrate results—as well as lessons learned when they did not have results. They've done their homework. Lastly, they believe without a doubt they can deliver!

Elaine Weeman has nearly 20 years of coaching experience. She is co-founder of Sea Change Partners, LLC, which offers management coaching, developmental workshops and organizational effectiveness services.

If you're interested in contributing to The Consultants' Corner, please forward your questions or articles to Elaine Weeman at eweeman@seachangeptrs.com. We appreciate your perspective! ☺

Ask the Trainer...

with Richard Buse



his month's question is: "In a sluggish economy when organizations are looking to cut costs, how do you market the cost-effectiveness of training and development to senior management?"



Marsha Musgrave of Verizon Wireless responded that although her company has been affected by the current economic climate, Verizon is expanding its sales training department. She attributes that to a recognition by senior management that education and service are what drive Verizon's sales, and that well-trained sales associates are crucial to company success. She added that the company is also implementing training programs in stress management and time management to help employees handle increased work demands.

Next month's question:

"What is your most important training agenda item through the remainder of 2002?"

Please send your responses to Richard Buse at busewrites@aol.com.

Richard Buse is an independent writer/consultant. He focuses on helping organizations develop communications materials, including training manuals and workbooks. 🌐

SnapShots from the April meeting...

photos courtesy of Don Simonds

Click on a picture and a larger version will open in a separate window.



Scott Airitam leads the new member orientation.



Bob Livingston announces a "Pot Luck" Dinner after giving away cookbooks to all attendees.



Elizabeth Bogard calls for volunteers.



Deborah Avrin introduces the guest speaker Eric Harvey.



Eric Harvey begins his presentation entitled, *How to "Fire Up" Your Organization.*



Doug Caldwell leads the JobNet meeting.

Member Services

Program	Service/Purpose	Contact Information
General Information	To register for meetings, leave a message for the chapter administrator, notify us of address changes, and receive information about chapter programs.	Dallas ASTD Office 972.755.0956 info@dallasastd.org http://www.dallasastd.org
Advertising in our Newsletter	You may place ads in our monthly newsletter. Contact us to learn about rates.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Ambassador / Newcomer Program	If you would like to help welcome new members or would like someone to	Rebecca Bales 214.358.1000 rebecca@odysseysi.com

	help you make the best of Dallas ASTD, this is for you!	
Awards	The Chapter sponsors awards for all chapter volunteers, as well as several awards to recognize outstanding achievement in training and development. Awards are presented at the December monthly meeting.	Kim Dukes 972.304.1044 kim_dukes@yahoo.com
Career Builders	A career development service that allows you to assess your competencies in training and development with a proven assessment instrument, and speak to an advisor for personal assistance with your career decisions.	Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com
Member Directory	Available on the Chapter website. Contains contact information for each member, along with general information about Dallas ASTD and ASTD National.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Job Search Services		
Job Postings	There is no cost to post a job on our website. Contact the Dallas ASTD office for more information. To view our current job postings, visit the website at http://www.dallasastd.org (click Career Development, then click Job Postings).	Dallas ASTD Office 972.755.0956 info@dallasastd.org
JobNet	A job search support group that meets before each monthly meeting; see meeting schedule for	Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com

	times.	
ResumExpress	Members submit resumes on computer disk or through e-mail. Employers receive resumes through e-mail or fax (free.)	Mia Bradley 972.915.2495 mia_bradley@merck.com
Mailing List	Available to rent if you have a training-related service or product to advertise.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Monthly Meetings	Held the third Tuesday of each month to provide professional development and networking opportunities.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Newsletter Perspectives	Published monthly; contains information about chapter programs and events, and educational articles.	Elaine Weeman 972.869.0304 eweeman@seachangeptrs.com
Orientation	Provides information about all chapter benefits. Offered before each monthly meeting; see meeting schedule for times.	Mary Jo Huard 972.315.0916
Professional Development Seminars	Dallas ASTD offers a variety of half-day and full-day seminars throughout the year.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Human Performance Technology (HPT) Certificate Program	In partnership with Dallas ASTD, the University of Texas at Dallas offers this certification in six weekend seminars.	For more information, visit http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm (do not include the hyphen)
Scholarship	The Ann Bankhead Jacobson scholarship is awarded each December to a student pursuing a graduate degree in training or a human	Kim Dukes 972.304.1044 kim_dukes@yahoo.com

resource specialization.

Special Interest Groups

Consultants'	To provide an environment that promotes excellence in professional development, an increased awareness of our various skills and a spirit of networking. Meetings are held before each monthly meeting; see meeting schedule for times.	Allen Barraclough 817.442.1698 abear727@aol.com
Facilitate With Style	To enhance the skills needed to create, deliver and facilitate the adult learning process. Monthly meetings will be held on the first Wednesday of each month, (except in January which will be on Friday) from 7:30 to 9:00 a.m. Contact the SIG leaders for locations.	Patricia Mejia 214-706-1853 patricia.mejia@heart.org Mary Anne Wihbey 972-715-2678 webekool2@aol.com
Learning Technology	To provide an opportunity for members to learn about new and emerging learning technology. Meets directly after the chapter meeting (except December) at location of chapter meeting. See meeting schedule for times.	Bill Brandon 888.817.7393 bbrandon@bigplanet.com
Organizational Effectiveness and Performance	To review articles and issues, and discuss organizational vision development to improve performance. Meetings are held before each monthly meeting; see meeting schedule for times.	Carl Schwab 972.393.5568 cmschwab@gte.net Dwight Davis 972.729.3048 Dwight.Davis.1@wcom.com

Volunteering	Dallas ASTD is completely run by volunteers. Opportunities to volunteer vary in length to fit your schedule. Volunteering is a great way to meet more people, feel more connected to ASTD, and develop new skills.	Contact any chapter officer or the Dallas ASTD Office 972.755.0956 info@dallasastd.org
--------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------

Dallas ASTD Calendar

May 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
		1 Facilitate With Style SIG	2	3
6	7	8	9	10 May newsletter submissions due
13	14	15	16 Meeting reservations due	17
20	21 Consultants' SIG JobNet OEP SIG Chapter Meeting	22	23	24
27	28	29	30	31

Advertising

Advertisers may contact the Chapter Manager, John Swinburn, or the Chapter Administrator, Janine Bethscheider, by e-mail at info@dallasastd.org or by calling 972.755.0956. The deadline for advertisement is the **second Friday** of each month. Advertisement received by the deadline will be placed in the following month's newsletter.

All advertisements must be provided in the form of JPEG, TIFF, or GIF electronic files (for the PC) at 72 dpi or better. Advertising rates and sizes are shown below. Click on the name in the "Size" column to see a sample (it will open in a separate window.)

Size	(W x H)	Number of Issues				
		1	3	6	9	12
"1/4 column"	2.25" x 2.5"	\$30	\$75	\$120	\$162	\$180
"1/2 column"	2.25" x 4.875"	\$75	\$210	\$390	\$558	\$720
"Full column"	2.25" x 9.75"	\$110	\$315	\$600	\$855	\$1080

Dallas Chapter ASTD 2002 Leadership Team

	<p>President/Chairman <i>Bob Livingston</i> 972.437.1711 x-215 livstone@earthlink.net</p>		<p>President-Elect <i>Kim Dukes</i> 972.304.1044 kim_dukes@yahoo.com</p>
	<p>Director <i>Marie Beck, Ph.D.</i> 972.401.8145 marieb@personneldecisions.com</p>		<p>Director <i>Teresa Smith</i> 972.496.6685 seantsm@attbi.com</p>
	<p>Director <i>Sharon Weisberger</i> 972.818.1199 sharonw@airmail.net</p>		<p>VP Career Development <i>Jan Moorman</i> 214.352.8622 janmoorman_2000@yahoo.com</p>
	<p>VP Communications <i>Elaine Weeman</i> 972.869.0304 eweeman@seachangeptrs.com</p>		<p>VP Finance <i>David Wilmot</i> 214.209.0418 david.wilmot@bankofamerica.com</p>



VP Marketing
Elizabeth Bogard
214.542.2192
ekjco@wt.net



VP Member Services
Rebecca Bales
214.358.1000
rebecca@odysseysi.com



VP Programs
Deborah Avrin
972.991.4737 ext. 350
avrin@wans.net



VP SIG's
Lisa Fisher
214.252.0439
lisa@fishercommunication.net



VP Technology
Scott Stein
817.238.9104
scottcs@hotmail.com



Chapter Manager
John Swinburn
972.755.0956
John@dallasastd.org