Perspectives

| Dallas Chapter of ASTD | Membership Newsletter | June 2002 |

Inside this Issue:

Special Notice! Effective June 1st, 2002 the Dallas ASTD office will move to a new location. Please make note of the new location for your records:

Dallas ASTD
12300 Ford Road, Suite 135
Dallas, Texas 75234

The phone numbers and e-mail address will remain the same.

Phone: 972.755.0956
Fax: 972.755.2561
E-mail: info@dallasastd.org

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

At our next meeting, Dallas ASTD Presents:

On Your Mark, Get Set ... Learning!

Fast and Easy Learning Design

with Ann Lovett Baird, Lovett Consulting Group

Are things changing so fast in your company that the instructional design process is practically non-existent? The constantly changing environments of our corporations and organizations require that we use the most efficient means possible to create performance-focused learning venues. Unfortunately, this sometimes results in poorly designed training that does not work. In our rapidly changing, information filled world, we have to look at creative and ingenuous ways to impart knowledge and skill.

This interactive session will cover:

- The basics of experiential learning design.

- The importance of clearly defined outcomes from a learning intervention.

- How to create performance and behavior-based learning objectives.

- How to quickly develop custom case studies and exercises to meet learning objectives.

Audience participants will leave the session with job

This month's meeting is on:
Tuesday, June 18, 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, June 13**.

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

Mini Presentation	4:30 - 5:30 p.m.
JobNet	4:00 - 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.

aids for efficient learning design and some great ideas for courses or learning venues they are currently working on.

Learning Technology	8:00 - 9:00 p.m.

About Ann Lovett Baird...

Ann Lovett Baird has been creating custom designed training and other learning venues for clients since 1990. She has served as an instructional designer/developer and consultant to the financial services, marketing technology, business services and health service industries. Ann has held positions with various companies in the financial services industry as well as with the Dallas consulting firm, ActionSystems, Inc.

In 1995, she founded Lovett Consulting Group, a firm committed to providing experiential, performance-based learning venues for clients.

Ann holds a Bachelor of Business Administration degree in finance and accounting from the University of Texas at Austin. She has been instructed in the Experiential Learning model from University Associates and Brain-Compatible Learning Techniques.

Ann received the James E. Wallace Chapter Service Award from the Dallas ASTD Chapter in 1991. She served as Dallas Chapter president in 1993. 🕸

SIG Meeting Schedule and Topics

The SIG meetings for June are listed below.

June 5   **Selling Your Training...**
7:30-9:00 AM   Facilitate With Style SIG
                 American Heart Association (7272 Greenville Avenue)

In this session we will figure out how to sell the training within our organizations and to our prospects.

Please note our location has changed. We will now meet at the American Heart Association (7272 Greenville Avenue). The nearest cross street is Walnut Hill. The building is located across the street (west) from Presbyterian Hospital. Visitor parking is located at the main entrance. Ask the Security Guard or Receptionist for the ASTD meeting and you will be directed to the appropriate meeting room.

The cost to attend will be $5.00 per person (unless we have a corporate sponsor for a continental breakfast... volunteers are welcome... click here for contact information.)

June 18
4:30-5:30 PM

Mini-Presentation: After Action Review (AAR)
Presented by Patricia Mejia of the Facilitate With Style SIG
Dallas Parkway Hilton (upstairs conference room)

AAR is a Knowledge Management tool that can help drive change in any organization. This process helps increase the speed of learning, improves performance, provides valuable lessons, and can be used in conjunction with evaluation, team building, project management, communications, and conflict resolution. This is one tool you can't live without!

June 18
4:40-5:30 PM

What Does Cadillac Do When They Sell 54% Fewer Cars in 2000 Compared to 1978?
Presenter: Doug Caldwell
Organizational Effectiveness and Performance SIG (OEP)
Dallas Parkway Hilton (upstairs conference room)

When you get inspired or desperate enough, companies will try something different. So it was for the Cadillac Motor Car Division in the early 1990's. When you sell 54% fewer vehicles compared to 20+ years ago, going out of business is a real possibility. This is happening to Oldsmobile right now after 100 years of production. Starting with a one year contract in 1994, Cadillac and Maritz Performance Improvement Company started a process of continuous improvement with a select group of the best Cadillac dealerships. Nine years later these dealerships sell more cars, have higher customer satisfaction and are more profitable than non-participating dealerships. Join us to learn from Doug Caldwell, former Cadillac Standards For Excellence facilitator, how this improvement was accomplished and still going on with Cadillac and Hummer Divisions. Specifically, Doug will cover:

- How dissatisfaction leads to change [D x V x F > R = C]
- Improve the best to improve the organization
- Difference between trainer/facilitator/consultant
- How to talk to business owners and get things changed
- Making $15,000,000+ for Cadillac

June 18	**Why Learning Objectives Are (or Are Not) the Future of**
8:00-9:00 PM	**Instruction**
	Learning Technology SIG
	Dallas Parkway Hilton (upstairs conference room)

Our panel of local experts discusses whether instructor-determined learning objectives are an outdated concept, or the key to producing effective learning quickly and cheaply.

Join Us for Leadership Night...

Goodbye, Welcome and Thank You

by Bob Livingston, President

Each year the chapter's leadership team experiences a certain amount of change. When the succession committee and I first made our selections last August, we hoped it would all hold together—but it did not. As we approach mid-year, I want to recognize these changes and thank those who contributed. I don't want to go through the entire history of what happened, but recognize those who have made direct contributions over the past six months.

Mark your calendars for the upcoming Career Development Workshop for Trainers and HRD Practioners!

July 12
9:00 AM - 3:30 PM
location to be announced

Through the use of an assessment tool, participants will

■

First, let's talk about Teresa Smith. After long service to our chapter, Teresa has changed professions and is moving to Orlando, Florida. She has been on the leadership team since 1998. She has served as V.P. of Marketing, President-Elect, President in 2000 and, finally, as a Director since last year. Her energy, enthusiasm, insight, experience and love for ASTD will be missed as we continue through the year. We look forward to her visits when she is in town.

At the same time, Judith Wilson will fill the position of Director that Teresa held. Judith is equally qualified to serve in the position. Judith has been a member of the leadership team and has served as a member of the Selection Committee for the past two years. Help me welcome Judith in her new role.

■

I want to thank Lisa Fisher for her efforts over the past six months. As V.P. of Special Interest Groups, she has worked hard to re-organize the programs to create greater variety in the programs presented. Unfortunately, her work schedule has made it impossible at this time to continue. She is looking forward to continuing her chapter volunteer work as time permits.

■

Each chapter of ASTD must adhere to certain requirements established by the national organization known as C.O.R.E. (Chapter Operating Requirements). Rick Hicks, 1999 Chapter President, offered to spearhead the effort to submit the Dallas report verifying compliance. Thank you, Rick, for your efforts.

■

Finally, I want to thank the rest of the Leadership Team and Challenge Management for their efforts. People ask me if being President is difficult. Because of these people, I am able to answer, "Not difficult at all." ✍

obtain practical insights and feedback on key HRD competencies and design a career development plan for accelerated career growth.

The workshop will be led by qualified career consultants who are also ASTD members. Be sure to register for the workshop soon...

Attendance will be limited to 25 people

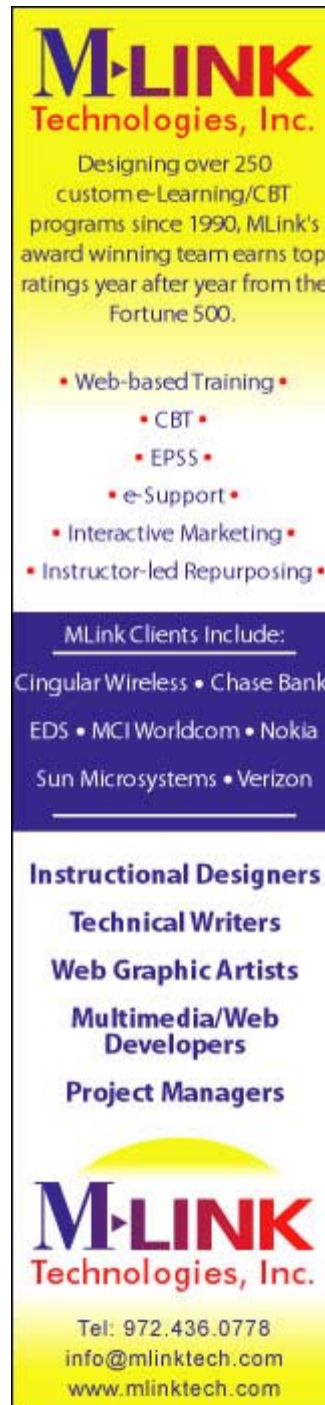Look for registration details to follow!

Thank you to the following volunteers...

...to Ellen Lee for working with Jan Moorman on the new Resume Posting area on our website.

...to Emily Hoad for working with Marie Snidow on the Job Postings area on our website.

...to Rich Bender and Maxine Sumpter for helping at the registration tables for the May meeting.

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

What's a blog? Well, here's your chance to find out! This month's link is a web posting site (or web log... or *blog*) that has a great deal of information. It's also a great place to exchange ideas. Check it out... and feel free to leave behind some ideas of your own!

http://www.elearningpost.com

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 - Access Databases
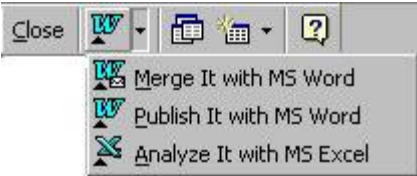
By Shirley Lee

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.
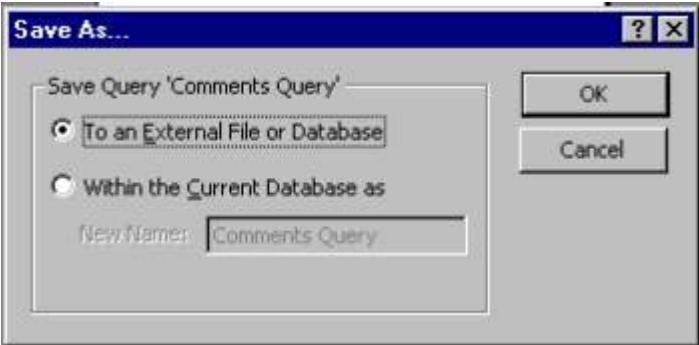
S ometimes you need to share an Access report or query results with someone else via e-mail. Or maybe you just want to add some nicely typed notes to it, put in an additional subtotal and/or total without changing the default setup, or add a graphic. You can easily do this by sending (exporting) the results of your query or report to a Microsoft application you may be more comfortable with, such as Word or Excel. In turn, the new Excel or Word document can be sent as an e-mail attachment to anyone you wish to share the data with. Below are simple steps for exporting Access query or report data to Excel or Word.

If the Query or Report is to be sent to Word or Excel and immediately opened:

1.	Preview the desired report or open the desired query. From a query you will need to go to preview mode using the Print Preview button. Reports automatically default to preview.
2.	While the report or query is in preview, from the Access Print Preview toolbar, select the drop down arrow for the **Office Tools** option (to the right of the Close option; may display a large W or X.)

| 3. | Select the desired application option from the drop down list: **Publish It with MS Word** or **Analyze It with MS Excel**. |
| 4. | The report or query will be displayed in the selected application - Word or Excel - when the data export is completed. |

If the Query or Report is to be sent to Word or Excel, but not opened:

1.	Open the desired query or preview the desired report.
2.	When the report or query is displayed, from the Access menu, select **File**.
3.	Then select **Save As/Export** from the sub-menu.
4.	When the "Save As" window appears, select the option "To an External File or Database". Then click **OK**.
5.	From the "Save ... In" window, select the destination drives and directories. If the default "File Name" is not the desired name, correct it. Be sure the "Save As Type" is changed to the correct version of Microsoft Excel or Rich Text Format for Word. Then click the **Export** button.

6.	When the export of data is complete, the displayed report or query will be returned by Access.
7.	Document may later be opened in the selected application - as an Excel file or as a Word file in Rich Text Format.

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

Creative Process:
The Power of Feedback!

By Sandy Baumann

S ome of the most effective preparation I do for a class is the preparation I do after I facilitate the class for the first time. Experiential learning at its best! It's the power of feedback!

Remember when you learned to drive? If you're like most people, you learned by driving with someone seated in the car with you, guiding your every step. "Turn the wheel to the left… check your blind spot… step on the brakes a little smoother next time…" That valuable feedback helped you fine-tune your skills in preparation for your next time behind the wheel.

Effective feedback used to fine-tune your skills in preparation for your next class can prove to be very valuable as well. Although end-of-class surveys are one way to obtain effective feedback, verbal feedback

that comes "straight from the horse's mouth" can be more clear and thorough rather than anonymously signed surveys. Who has the time, however to meet with everyone individually to gather feedback before conducting their next session? One quick solution is the "Feedback Toss."

The "Feedback Toss" is easy and fun to do, encourages feedback and sometimes gets lots of laughs. It's an activity you can conduct before closing the class that will let you know if (1) the participants understood any part of the message of your workshop and (2) if there is anything that you as the facilitator can do to improve the transfer of knowledge the next time you conduct this class. It also serves as a great summary as participants will hear once again some of the important segments learned by their fellow class participants.

Introduce the activity by telling the participants that you appreciate their feedback and would like to make following sessions as valuable as possible. Choose a Swoosh ball or something that will not roll when dropped or hurt if tossed to someone. Tell the participants to catch the Swoosh ball when tossed to them. If they fail to catch it, they just need to pick it up. Once the ball is in their hands, it's their turn. During their turn, they must state one of the following:

1. Name one thing you learned in class today

OR

2. Give me (the facilitator) one piece of feedback that would improve this class so that I may use it the next time I conduct this class

After they give their feedback, they must choose one person in the class who has not yet had a turn and toss the Swoosh ball to them. The last person should give their feedback and toss the Swoosh ball to you, the facilitator. After everyone has had a turn, summarize if appropriate and be sure to thank all the participants for their feedback before closing.

In only a few minutes, this activity allows you to analyze what segment of the class had a bigger or smaller learning impact as several participants voice what they learned. These results can be further used as a guide in measuring how much time should be spent on certain topics based on their response. Personally, I have found the "Feedback Toss" very valuable as I have gained some interesting insights and as a result, I have been able to customize classes, specifically the "tough" senior management-level ones, with successful results. Experiential learning at its finest! Never underestimate the power of feedback!

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. 🕉

Thank you to Barbara O'Toole, VP of the Fort Worth Mid Cities Chapter ASTD, for sharing this article with us.

AmeriCredit Honored as Innovator in Training

by Barbara O'Toole

The Fort Worth-based automotive financier with 4,800 employees won the number three spot on Training Magazine's Top 100 list of companies with best training practices. John Shearer, VP of E-Learning for the company, is a member of the Fort Worth Mid-Cities Chapter of the ASTD.

When John Shearer (right) first spoke to AmeriCredit about employment three years ago, the company did not have an e-learning function. "You could say that I started e-learning for the company," John says, with a smile. Knowing that e-learning units can spend all their energy trying to build and maintain great relationships with internal IT units, John eagerly came on board as part of the IT group. "They hold the keys to the kingdom for e-learning," he acknowledges. Within two weeks John had two full time positions open in his new

e-learning group. Now, three years later, his staff numbers eleven and his title is Vice President of E-Learning. He obviously has had no trouble building relationships.

Learning Culture

John speaks with great admiration, even awe, for his company's values. "One of the things that our company has done (with regard to) our company mission statement… we didn't set out to create a mission statement and values, we set out to capture our company's mission statement and values. Two years ago our CEO commissioned a group of team members to capture not who we wanted to be but who we are…it was not an effort to grow culture, but an effort to preserve culture."

The word culture also appears on the company's web homepage, where it is preceded by the word remarkable:

We are AmeriCredit -- the world's largest and most successful independent middle-market auto finance company. What made us the biggest and best? Just two things.

First, we are committed to our customers' satisfaction. That's just as true for our 16,000 franchised automobile dealer customers as it is for the over 900,000 consumers whose vehicle loans we service.

//AMERICREDIT

Second is our remarkable culture. Since our founding in 1992, we have succeeded in making AmeriCredit an "employer of choice" – a great company known for its enthusiasm, integrity, fun and exceptional performance.

In fact, one of the objectives that came out of a recent three-year strategic planning session is to build a learning culture where, as John says, "everybody is a teacher and everybody is a learner." He recognizes that the Learning and Performance Group, of which his e-learning team is part, has a somewhat unusual advantage over most. Rick Daly, formerly Senior VP of Learning and Performance, was recently promoted to Chief Learning Officer. The group is well represented on the executive team and in the company's strategic goals. "So often," says John, " learning groups get put in the role of just meeting very tactical objectives and putting out fires. I feel that our group is helping to implement corporate strategy."

I-Opt : Learning The Way You Want It

The flagship of AmeriCredit's Learning and Performance Group is a performance instrument called I-Opt. Originally designed by Gary Salton to measure communication preferences, AmeriCredit has adapted it to Kolb's learning theory. It puts people in one of four primary learning style preference groups: reactive stimulator, hypothetical analyzer, logical processor, and relational innovator. Once the instructor knows his next class is made up of reactive stimulators and strongly prefers action over thought, he can adjust the course by adding more active

learning principles.

John says I-Opt has also been helpful in determining good approaches for blended learning . "For example, if our next class is primarily hypothetical analyzers, we can load them with some content before they even show up for class. Give them some stuff to think about and chew on before they ever even get there." He is very passionate about the results he has seen with the I-Opt. "Every so often you get folks who say, 'Hey this isn't me. This isn't how I learn.' They are usually a hypothetical analyzer, which affirms that they are a hypothetical analyzer. They're thinking it through. " He chuckles. "I don't really care if we nail you with it so much as that you think about it. You think about your preferences for sending and receiving communication. How do you learn best? If we get you engaged on that level… we'll have a lot of success."

The Next Challenge

When asked about his challenge for 2002, John reflects, "How do we notch it up? How do we take the instructional design behind this medium (e-learning) and drive the two pieces that are most challenging for the tool? Engaging and stimulating the learner right off the bat? And how do you apply what you learn? Often we can do that through some sort of practice or exchange with another human, but if its me sitting alone with my computer, how do I drive to that? Making the tool do more and better than it has. We've tried to move away from the typical use - of a talent test. We want a behavior change." 🕭

The Consultants' Corner...

Selling When You're Not in Sales

by Maura Schreier-Fleming

I f you think you're not in sales, think again. Whether you sell a product or service or yourself or your ideas, you're in sales. If a customer calls you with a billing question, you're in sales because your work will influence whether a customer chooses to buy again. If you have a manager and are planning to ask for a raise, you really are in sales. Here are a few pointers for your selling success from sales and business consultant Maura Schreier-Fleming (www.BestatSelling.com) from her column 'Selling Strategies.'

1. Understand what selling really is.

   Selling is helping a customer to make a buying decision. It's not pushing unwanted products on people. An attitude of helping find the best solution for your customer is the right selling attitude. This is the attitude everyone should have when they're talking with customers. When you work with a customer, you are there to help and do what's in your customer's best

interest. If it's good for your customer, it will be good for your business.

2. Be a great listener.

   The biggest myth in sales is that the best salespeople are the best talkers. It's of course only a myth. The best salespeople are the best listeners. When you work with your customers try to capture their feelings. Feelings are facts to your customers and by capturing those feelings, you are perceived more positively. Acknowledge if you think your customer is frustrated or disappointed. They will respond positively to you. That's one way of making your job a little easier.

3. Read, read, read.

   Contrary to the saying, it is <u>what</u> you know. Information is the currency of today's business environment. You need to be knowledgeable about your business and creating business relationships. How can you contribute if you're unaware of what's going on around you? Read newspapers and read books on business and selling. Your value to your customers and company depends on what you know.

4. Image does count

   Whether you like it or not, you always will be judged by what others see. Dress for the job you want, not the one you're in. Others will also judge you by the way you sound. Speak clearly and confidently. Don't mumble. Eliminate the 'ums' and 'uhs'. If you aren't sure of an answer, state that and offer to find the answer.

Best wishes for your successful selling!

Maura Schreier-Fleming works with business professionals on their "people" skills so they can sell more and be more productive on teams. Her book Real-World Selling for Out-of-This-World Results is available at www.BestatSelling.com.

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

This month's question is: "*What is your most important training agenda item through the remainder of 2002?*"

Marianne Lanphier of Nokia, Inc. said that in addition to ongoing training responsibilities, a top agenda item was incorporating emotional intelligence content into management development courses.

Another top item was incorporating the content of global programs into current, localized training efforts. Lanphier said that because Nokia is based in Finland and has branch operations throughout the world, she often faces the task of adapting international programs for other localities, as opposed to the situation that many trainers face of using content developed in the United States for global audiences.

Mollie Henderson of American International Group said that the most important agenda item facing her company's training department was providing the learning resources that internal customers need with limited time and money.

Her company and the entire insurance industry have been affected by the September 11th attacks, downturns in stock prices and the slowing economy, plus merger activities. As a result, her company is consolidating and eliminating duplication when possible, which means reducing the workforce. Department budgets have also been reduced. The company has fewer people now who are trying to complete more work.

In response to that, Henderson said her department has been spreading out training programs over longer durations so that people aren't away from their work for long periods on any given day. The company has also looked for more cost-effective ways to provide necessary training.

Henderson gave an example: chartering a Toastmasters chapter. The chapter provides employees with the chance to develop and polish their presentation and leadership skills at a small fraction of the cost of many related training programs.

Randy Riggs of DACG, added his top agenda item: "Tracking past experience and qualifications, particularly skill sets obtained outside of conventional training."

Question for Next Month:

> *We spend so much time helping others in their professional development. What do you do you to aid your own professional development?*

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 May meeting...

photos courtesy of Don Simonds

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

Marie Snidow leads an instructional session at JobNet.

Elaine Weeman speaks to Organizational Effectiveness and Performance SIG on "Building Emotionally Intelligent Organizations."

Organizational Effectiveness and Performance SIG had 25 in attendance.

David Byers discusses Independent Contractor Agreements at the Consultants SIG.

Mary Jo Huard orients ten new chapter members.

Liz Bogard starts the meeting with announcements.

Guests are recognized.

New members are recognized.

Volunteers are recognized.

Leadership team is recognized.

John Sullivan receives the guest of the month award.

Bob Livingston let's us know they listen to the feedback (food was great Bob!)

Kim Dukes pumps us up about leadership night, June 10th.

Jan Moorman announces Career Development workshop.

Susan Brookshire introduces the guest speaker, Bill Wilson.

Bill Wilson talks about the elements of Accelerated Learning.

Susan presents Bill with a gift of appreciation.

Member Services

Program	Service/Purpose	Contact Information
General Information	To register for meetings, leave a message for the chapter administrator,	Dallas ASTD Office 972.755.0956 info@dallasastd.org

	notify us of address changes, and receive information about chapter programs.	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 help you make the best of Dallas ASTD, this is for you!	Rebecca Bales 214.358.1000 rebecca@odysseysi.com
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	Marie Snidow 214-368-4821 msnidow@yahoo.com

	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).	
JobNet	A job search support group that meets before each monthly meeting; see meeting schedule for times.	Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com
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 resource specialization.	Kim Dukes 972.304.1044 kim_dukes@yahoo.com
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	Bill Brandon 888.817.7393 bbrandon@bigplanet.com

	chapter meeting. See meeting schedule for times.	
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

June 2002				
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
3	4	5 Facilitate With Style SIG	6	7
10 Leadership Night	11	12	13 Meeting reservations due	14 July newsletter submissions due
17	18 Consultants' SIG JobNet OEP SIG **Chapter Meeting**	19	20	21

24	25	26	27	28

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

President/Chairman *Bob Livingston* *214.236.6826* *blivingston@narrativelearning.com*	**President-Elect** *Kim Dukes* *972.304.1044* *kim_dukes@yahoo.com*
Director *Marie Beck, Ph.D.* *972.401.8145* *marieb@personneldecisions.com*	**Director** *Teresa Smith* *972.496.6685* *seantsm@attbi.com*
Director *Sharon Weisberger* *972.818.1199* *sharonw@airmail.net*	**VP Career Development** *Jan Moorman* *214.352.8622* *janmoorman_2000@yahoo.com*

	VP Communications *Elaine Weeman* *972.869.0304* *eweeman@seachangeptrs.com*		**VP Finance** *David Wilmot* *214.209.0418* *david.wilmot@bankofamerica.com*
	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*