

# Perspectives

Dallas Chapter of ASTD

Membership Newsletter

November 2002

*Perspectives* is published by the Dallas Chapter of ASTD, a non-profit corporation. The Dallas Chapter is an affiliate of the international association of the American Society for Training and Development. *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.

Other Versions (no frames)  
> Show All Articles (HTML)  
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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](mailto: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

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Don't forget **Training Basics Day** on November 8!  
Click here for more information...

At our next meeting, Dallas ASTD presents:

## **How Does Your (People) Garden Grow?**

*Tips for the Serious Agronomist (Manager)*

*with Debbie Simpson and Shaunna Sowell, Texas Instruments*

*This month: Bring your "Business Partner" to lunch. To honor training and operational partnerships, for the November meeting only, all guests will pay the same price as members.*

**A**s we struggle to survive and thrive in a fast-paced and highly competitive working environment, it is easy to lose touch or lose sight of the key to our success—our People Strategy. The most successful managers are those who realize that when things are good—or when things are not so good—it is always the RIGHT time to invest time in People Strategies.

### **Learning Objectives...**

Using the analogy of a garden, we will provide a real-life example of how one team has done exactly this. We discuss some key points to implementing a successful People Strategy, including: Accurately Assess the Situation; Enlist and Retain the Right People; Provide and Communicate a Shared Vision; Provide the Right Tools (and training to use them); Coach, Support, Mentor during all seasons.

### **What You Will Learn...**

Effective people strategy is a work in progress. It must be a priority. It is not something we can leave to others to work on. It is living the principle that "Relationships and Results Matter". It takes courage, commitment, and continuous attention, but the power is in the realization that it is only through building and strengthening the right relationships that we will achieve long-term results.

### **Our Speakers...**



**Debbie Simpson** is the Training Manager of the DFAB wafer fabrication facility for Texas Instruments Incorporated (TI), one of the world's leading electronics companies. Debbie is responsible for leading a team of ten training professionals in support of the

This month's meeting is on:  
**Tuesday, November 12, 2002**  
at the Wyndham Dallas North Hotel  
*formerly known as the  
Hilton Dallas Parkway*  
4801 LBJ Freeway, Dallas, TX  
(NW corner of LBJ and Tollway)  
Hotel Telephone: 972.661.3600  
Cost: \$30 members / **\$30 guests**  
(includes lunch)

If you plan on attending, please register by 5 p.m. on  
**Thursday, November 7.**

You may register on our website or register by e-mailing us at [info@dallasastd.org](mailto: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, at the meeting, or on our website. *No-shows will be invoiced.* Also, please tell us if you require a vegetarian meal.

### **Schedule of Events**

Networking and Registration	11 - 11:45 a.m.
Orientation	11 - 11:30 a.m.
Lunch	11:45 - 12:30 p.m.
Program	12:30 - 1:30 p.m.
JobNet	1:30 - 2:00 p.m.

approximately 950 employees assigned to DFAB. In addition, she frequently participates in and leads project teams across functions and organizations. After 10 years of teaching in public schools, community college, and Army Education Centers, Debbie joined TI in 1993 as a Training Coordinator at TI's Sherman location. Since then, she has remained focused in the Training and Human Resources fields within TI's Make (Manufacturing) organizations. She joined DFAB in December of 2000. Debbie holds a Bachelor of Education Degree in Elementary and Deaf Education from the University of Northern Colorado and a Master of Education Degree in Educational Administration and Human Resource Management from The University of Texas at Austin.



**Shaunna F. Sowell** is Vice President and Manager of DFAB wafer fabrication facility for TI. In her position, Shaunna is responsible for leading volume production and manufacturing excellence in one of TI's premier wafer fabrication facilities. After a five-year teaching career, Shaunna joined TI in 1985 as a project engineer for the defense division. After a series increasingly responsible positions, she became DFAB manager in 2000. She is the first woman in TI Semiconductor to hold the position of wafer fab manager. Shaunna was inducted into the Women in Science and Technology Hall of Fame by Women in Technology International for her contribution to the science and technology fields, and was inducted into the Circle of Honor by the Women's Foundation of Dallas. In 2001 she was recognized as "A Woman of Achievement" by the Richardson YWCA. She is an alumna of Leadership Texas, an executive mentor for Dallas' Partners in Education and a frequent speaker at universities and international conferences. Shaunna holds Bachelor of Science degrees in Mechanical Engineering from New Mexico State University and in Education from the University of Texas in Austin. 🌟

## SIG Meeting Schedule and Topics

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**Postponed**  
until December

**Control....but not obvious control**  
Facilitate With Style SIG

This is one of the greatest assets a facilitator can possess. At our next SIG meeting, we will share proven techniques that help you keep control of your session. Specifically, keeping them coming back from breaks, on time, and looking forward to the next segment. These are small things that make a big difference in the success of your training class. Come share your own frustrations and successes and find techniques that work for you.

Please RSVP no later than 1:00 PM on Friday, November 1,

to Mary Anne Wihbey at [mwebe@callpeaknow.com](mailto:mwebe@callpeaknow.com).

The meeting will be held at:

American Heart Association  
7272 Greenville Avenue, Dallas, TX 75087

Directions: The nearest cross street is Walnut Hill. AHA 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.

Meetings are free to members and first-time visitors. Donations are welcome for refreshments. Guests will be asked to join ASTD upon their second visit.

*In November and December, Natalie Carlson, the President of the Austin-ASTD chapter, will be our guest columnist filling in for our President, Bob Livingston. In return, Bob is the guest columnist for the Austin chapter newsletter, [www.austin-astd.org](http://www.austin-astd.org).*

## **ASTD International Conference and Exposition: Coaching**

by Natalie Carlson, President Austin-ASTD

**B**ecause coaching has become such a popular topic in our industry, there were many opportunities to attend sessions on this topic. I chose to attend a session from The Bob Pike Group (of Creative Training Techniques fame) which focused on the manager as coach. Coaching is a core competency for managers in today's workplace, but how well - or at all - do managers coach their direct reports and what impact does this have on our organizations? Companies have been using quality control in one form or another for some time. Managers believe that controlling quality circles alone can achieve more profit at a low cost. However, if we study psychology, we learn that we are basically formed of emotions and feelings, and we require positive and timely responses to those emotions and feelings. People are not altruistic by nature and their intrinsic requirements need to be met.

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for more information!

### **What is a Coach?**

Coaching is about valuing others and helping others to grow. A coach is responsible for the result but not for the behavior. Being a coach as a manager helps with the strategies and skills needed to deal with tough people issues. As a coach you help create a common mission, vision and standards so that employees understand expectations.

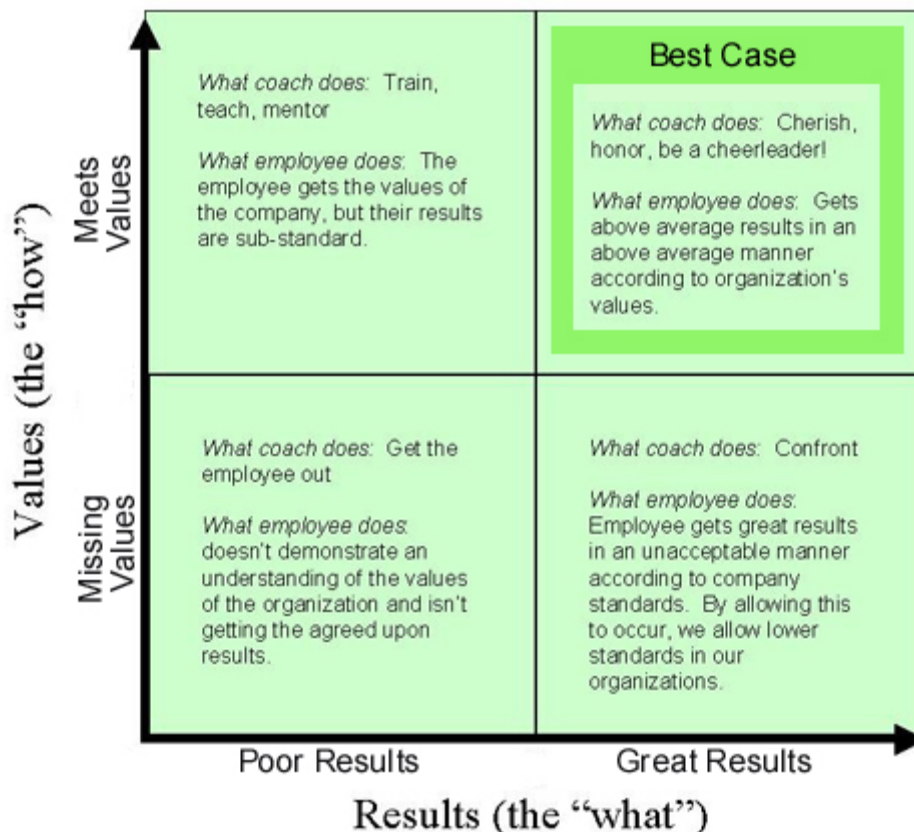
## How do coaches create common missions and standards?

When you look around your organization, is there an agreed upon history or standard for what a good \_\_\_\_\_ looks like? (i.e. full day of work, customer service, etc.) Here is an at-home example of how coaching helps to create standards:

**Problem:** Your son's/daughter's room is a disaster. It is always messy and no matter how many times you ask them to clean it, they never do it well enough. You've found grounding them is not successful.

**Coaching Approach:** You help them clean their room so that it is clean to your (the family's) standards. You take several pictures of each area of the room so that there is an agreed upon standard of cleanliness and you hang these pictures on the wall or door. When you ask them to clean the room, they now understand the expectations.

## The "What Does Good Look Like" Matrix – a model to help create and sustain standards



The following are five roles in which a manager coach should feel comfortable and will assist in sustaining standards:

1. **Cheerleader** – When you see good behavior, SAY IT! Be specific and never let good work go unnoticed. People have a craving to be appreciated.
2. **Confidant** – Focus on solutions rather than problems. A coach must build trust and ask questions to reach the core issues.
3. **Trusted Friend** – When talking to a direct report about a problem behavior, focus on the behavior (not on the person) and how to correct the behavior.

Example: "Is this a good time to talk? We need to talk about something that will be tough for both of us to discuss. There are times when \_\_\_\_" (fill in the blank: your personal phone calls interfere, your choice of humor or language is inappropriate, etc.). State the problem and a possible solution.

4. **Facilitator** – A coach manages the process and facilitates any conflict situations between co-workers. The key is to remain neutral, follow protocol, and summarize issues.
5. **Final Authority** – By focusing on the consequences of actions, a coach identifies and resolves situations in which an employee is heading down a dead-end path.

### **Dollars and Cents – Example of what it may cost to NOT have your manager coaching in the workplace**

In today's business world, it all comes down to what it costs an organization. Is there ROI in training managers to be coaches? The following example and chart will hopefully give you a place to start in determining if this is a solution for your organization.

**Scenario:** A manager has a weekly meeting with his/her direct reports. This manager typically turns these meetings into blaming sessions. After the weekly meetings, the direct reports and the manager spend time with their peers complaining about what occurred.

	Who is impacted by the problem employee	Average Hourly Wage	Number of People Impacted	Lost Hours per Week	Total
<b>A</b>	<b>Individual with problem, not being coached</b>	\$30.00	1	2	\$60.00
<b>B</b>	<b>Peer – if affected</b>	\$30.00	1	1	\$30.00
<b>C</b>	<b>HR – if must deal with problem</b>	\$30.00	1	1	\$30.00

<b>D</b>	<b>Direct Reports – if it is a manager with problem</b>	\$20.00	3	2	\$120.00
<i>Total of A + B + C + D =</i>					\$ 240.00
multiplied by 50 (weeks per year of work)					\$ 12,000.00
multiplied by Benefits (1.3 x salary)					\$ 15,600.00
<b>Annual Direct Cost of Not Coaching =</b>					<b>\$ 27,600.00</b>

*All information and charts from session handout, “Coaching for Results!” #M707, The Bob Pike Group. Copyright 2001, William Mill & Associates. 💰*

### Thank you to the following volunteers...

For helping out at the registration tables at October's meeting, Janine Bethscheider thanks Wayne Applebaum & Shirley Lee.

If you'd like to recognize a special volunteer, please write to Joe Russo at [jrusso@zalecorp.com](mailto:jrusso@zalecorp.com) or Elaine Weeman at [eweeman@seachangeptrs.com](mailto:eweeman@seachangeptrs.com). 💰

### Link of the Month

**T**his month's link is our own, brand new, on-line registration page. Secure on-line payment is now available for Dallas ASTD programs. When registering on-line, you still have the option of paying at the meeting, but now you can also use your credit card.

[https://fs3.formsite.com/Challenge-Management/form901253397/secure\\_index.html](https://fs3.formsite.com/Challenge-Management/form901253397/secure_index.html)

You can also connect to our on-line registration page through our website. Just click on **Programs**, then **Register**.

Send your submissions for link of the month to Joe Russo at [jrusso@zalecorp.com](mailto:jrusso@zalecorp.com) or Elaine Weeman at [eweeman@seachangeptrs.com](mailto:eweeman@seachangeptrs.com). 💰

### Using Office for Training Functions

*Train the Trainer - PowerPoint Presentations*

By Shirley Lee

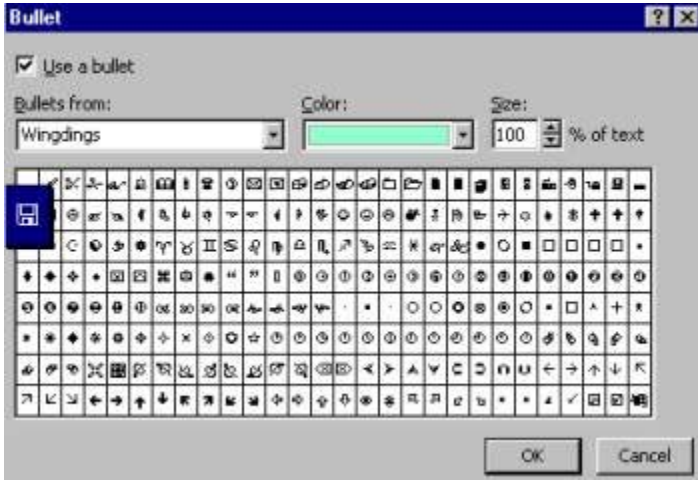
Click here for an exciting announcement about the December Office article!

*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.*



want to change the bullets in a particular slide for emphasis? Or would you prefer to change those default bullets in your selected PowerPoint template for your current presentation. It's easy to do with just a few quick steps.

### Change Bullet Style:

1.	Inside the slide to be changed or, if the entire presentation is to be changed, then inside the master slide view, select the bulleted lines to be changed.
2.	From the menu bar, select <b>Format</b> .
3.	Then select <b>Bullet</b> from the submenu.
4.	From the Bullet dialog box, select a <b>Bullets from:</b> font until symbols fitting the desired look appear. 
5.	Select the desired bullet from the symbols displayed by clicking on it. The selected bullet will enlarge so you can see details of what is selected.  If desired, change the bullet color using the drop down box labeled



**Color:**. The size of the bullet may be change to larger or smaller than the text to its left by using the drop down box labeled **Size:**.

6. Click the **OK** button to complete the bullet selection process. The bullets in the selected slide or presentation will change to the new format.

## EXCITING NEWS ... READ THIS!



In December, **you** can ask our resident MOUS expert, Shirley Lee, **your** MS Office related question. To submit your question, click [here](#). All questions may not appear in the December newsletter, however, you may request that your question be answered via e-mail.

*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](http://www.geocities.com/slee_rightfit). ☞*

## Approval of 2003 Officers

**T**he 2003 Dallas ASTD Officers were approved by the Leadership Team on September 17. They are as follows:

Kim Dukes - President  
Elizabeth Bogard - President-Elect  
Deborah Avrin - Director  
Elaine Weeman - VP Communications  
Charleen Allen - VP Member Services  
Patricia Mejia - VP SIG's  
Jan Moorman - VP Career Development  
Tim Wackel - VP Marketing  
Amy Harris - VP Programs  
Elizabeth Bailey - VP Technology



*Due to other obligations, Sandy was not able to submit a new article this month. We are happy to re-run her article from October... look for a new Creative Process article in December!*

## Creative Process: Rewarding Review

By Sandy Baumann

**F**or years, television games shows have been thrilling and entertaining audiences and participants alike. Most offer the opportunity to review what you may already know in a challenging, competitive and exciting way. "Family Feud" originally hosted by Richard Dawson was no exception. Consisting of two teams connected by familial bond, the teams competed by matching the answers to various surveys of one hundred people. The exciting competition format proved to be highly successful as the long running show went on to win an Emmy award and held the distinction of being rated as the number one daytime television game show for several years.



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Fortunately, this exciting format has worked well in the classroom, too! In using this format as a review activity after a long day in training, participants are allowed the opportunity to review the key learning points in a fun brainstorming fashion, get out of their seats to get that circulation going and to win a prize! Company key chains, pens, and coffee mugs make great prizes. Use your best judgment and avoid prizes that may offend anyone (for example, lottery tickets.) Choose at least six key points reviewed in the workshop in the form of questions and one tie breaker on hand just in case. Most importantly, have fun!

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**Title:** "X Feud" where X is replaced by the classification of your workshop participants. For example, X can be "Managers" in a management development workshop, "Cashiers" in a customer service training session or "Employees" in a general employment workshop.

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**Objective:** To review and challenge participants' knowledge of the key learning points explored in the workshop.

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**Procedure:** Divide the room into two groups/teams and have each team stand on opposite sides of the room. Provide each team with their own flip chart to display their answer collectively. Flip a coin to designate which team will play first.

Begin by asking the first team a key learning point in the form of a question. Each team is allowed thirty seconds to brainstorm and write their answer on their designated flip chart. One point is given for correct answers. If the first team has a wrong answer or doesn't know the answer, they forfeit their turn and the second team is given five seconds to "steal" and score a point by answering correctly.

During any team's thirty-second turn, always remind the other team to "Get ready to steal" so that they are also brainstorming and reviewing the key learning point question. Recommended number of questions are six with one extra used as a tiebreaker, if necessary. Alternate questions until a winning team is declared.


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**Materials:** Flip chart paper and markers for each group. Previously prepared key learning points in form of a question each written on index cards. Include the corresponding answers on the index cards just in case you experience a brain freeze and your mind goes blank when asked what the correct answer is. Prizes for each member of the winning team. See ideas for prizes above.

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**Approx. Time:** 5-10 minutes depending on delivery

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*Sandy Baumann is a Development Manager with a local Fortune 500 company who focuses on Leadership Development and employee development solutions. *

**The Consultants' Corner...**

## Five Steps to Put the "Wow" Back into Your Presentation

by Mary Anne Wihbey

**H**ave you ever looked at their glazed eyes and thought, "wow, they just don't get it"? Have you ever found yourself in the trap of the "blah, blah, blahs"? Do you ever wonder if they will remember a word you have said? Does it frustrate you when your company hires outsiders to "do what you do"? Is there a way to help them get your point, hold their interest, and walk away wanting to hear more?



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We all want to know the key to giving an effective presentation. In this short article, we will give you a few basic tips that will get your audience to listen to you, like you, and help you avoid the trap of the "blah, blah, blahs"!

### *Step 1: Identify the Needs of Your Audience*

Identify a few influential participants, call them in advance and ask what is important to them and what challenges they face. This will begin the process of building your credibility as well as help you prepare for the presentation. These influential few will appreciate your respect for them and they will start spreading the word to others that your program will be different. If you are not able to reach participants by phone, use a pre-course survey.

### *Step 2: Opening the Presentation*

Create interest by asking questions. Too often speakers and trainers just get up and go into "tell" mode. In other words, presenters are talking and telling before they even have an open ear from the audience. Spend time asking a few questions at the beginning of your presentation to draw the attention your audience. These questions could be similar to those you asked in Step #1, such as what they expect to learn in the course or how they hope to improve their skills that day. Your main goal is to engage the attendees by getting them to think about your topic and to participate right from the start.

### *Step 3: Create a Big Fat Claim*

Be clear about what your objective is for your presentation and know what you

want to communicate. Then be able to tell your audience in 30 seconds or less what they will learn from you: "By the end of this session, you will be able to...". This must be so compelling that they will want to hear more! Advertisers can do it—and so can you!

#### *Step 4: Keep Your Presentation Interesting*

As you are communicating the body of your presentation, be sure to finish your thoughts and ideas. Translate them into concrete examples so that participants will easily grasp your concepts. Use bridges such as "which means to you", "for example", and "in other words". Spend time thinking of analogies that they can relate to their world.

#### *Step 5: Have a Strong Close*

Don't leave your participants hanging. Make sure you leave room for questions and comments, and give them an outline or summary of your presentation. Give clear assignments so there is no question about their next steps. This will pave the way for future presentations and ensure that they remember the key points of your message. And then when its time for another presentation, they will think of you!

These five techniques will help you gain credibility with your company and your audience, guarantee you give an interesting presentation and ensure that you communicate your message clearly and effectively.

For more information on how to give an effective presentation, contact: Mary Anne Wihbey, Peak Performance Solutions®, 972-715-2678 or [mwebe@callpeaknow.com](mailto:mwebe@callpeaknow.com). You may also visit our website: [www.callpeaknow.com](http://www.callpeaknow.com).

*If you're interested in contributing to The Consultants' Corner, please forward your questions or articles to Elaine Weeman at [eweeman@seachangeptrs.com](mailto:eweeman@seachangeptrs.com). We appreciate your perspective!*

### **Ask the Trainer...**

with Richard Buse



**T**his month's question is: *"How does your company use the Internet or an intranet to deliver training programs?"*

**Ada McFarley of Deloitte & Touche LLP responded:**

Deloitte & Touche LLP, one of the nation's leading professional services firms, has a strong commitment to Learning and Professional

Development. In order to serve our people better we have designed a Learning Center which offers over 2,500 valuable training opportunities that we deliver via the Internet and Intranet. The wonder of this Learning Center is that our employees can access it 24 hours a day.



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At Deloitte & Touche, we have a strong commitment to our clients and in order to serve them more effectively, we lead the way in offering training to our employees that is of high quality and is readily available. We have found the internet and our own intranet to be great tools in delivering training programs to all disciplines within the firm. This allows the employee to upgrade their current expertise level and apply the knowledge on the job, without ever having to leave the office.

**From Kathy O'Donnell, EDS University:**

Intranet information is integrated into her organization's training programs. If appropriate and as a prerequisite, training participants are required to read related information that is posted on the company Intranet.

Our question for next month is:

*"How do you involve or engage a participant's supervisor in the training process?"*

Please send your responses to Richard Buse at [busewrites@aol.com](mailto: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 October meeting...

photos courtesy of Patricia Mejia

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



Director Sharon Weisberger welcomes attendees.



Members engage in pre-dinner discussion.



Members discuss e-learning over dinner.



Scott Stein, VP Technology, and Jana West.



Betty Thomson, with Recorder Janet Kafka, leads "Keeping Quality While Saving Money."



Bill Lee leads "Partnering With Senior Management in Tough Times."



Carl Youngberg leads "So You Want to Start Your Own Business."



Caryl Madison leads "Keeping Your Resume Up To Date."



Gayle Cotton leads "Coping Skills for Stressful Times: Let the Lemon-Aid You."



Jo-Ann Killinger leads "Considering e-Learning."



Mary Holdcroft leads "Focus on Skills to Remain Competitive."



Tim Wackel presents at the Consultants' SIG.



Jan Moorman leads the JobNet discussion.

## 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 <a href="http://www.dallasastd.org">http://www.dallasastd.org</a>

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
<b>Job Search Services</b>		
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 <a href="http://www.dallasastd.org">http://www.dallasastd.org</a> (click Career Development, then click Job Postings).	Marie Snidow 214-368-4821 msnidow@yahoo.com
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	Mia Bradley 972.915.2495 mia_bradley@merck.com



	or fax (free.)	
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
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
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 <a href="http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm">http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm</a> (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
<b>Special Interest Groups</b>		
Consultants'	To provide an environment that promotes excellence in professional development, an	Allen Barraclough 817.442.1698 abear727@aol.com

	<p>increased awareness of our various skills and a spirit of networking. Meetings are held before each monthly meeting; see meeting schedule for times.</p>	
Facilitate With Style	<p>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.</p>	<p>Patricia Mejia 214-706-1853 patricia.mejia@heart.org</p> <p>Mary Anne Wihbey 972-715-2678 webekool2@aol.com</p>
Learning Technology	<p>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.</p>	<p>Bill Brandon 888.817.7393 bbrandon@bigplanet.com</p>
Organizational Effectiveness and Performance	<p>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.</p>	<p>Carl Schwab 972.393.5568 cmschwab@gte.net</p> <p>Dwight Davis 972.729.3048 Dwight.Davis.1@wcom.com</p>
Volunteering	<p>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.</p>	<p>Contact any chapter officer or the Dallas ASTD Office 972.755.0956 info@dallasastd.org</p>

## Dallas ASTD Calendar

November 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5	6 Facilitate With Style SIG	7 Meeting reservations due	8 October newsletter submissions due Training Basics Day
11	12 Chapter Meeting	13	14	15
18	19	20	21	22
25	26	27	28	29

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## Advertising Rates

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

All advertisements must be provided in the form of **JPEG, GIF, TIFF, or BMP** electronic files (for the PC) at 72 dpi. Advertising rates and sizes are shown

below. Scroll down for sample advertising sizes.

Size (see below)	(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

**Sample Ad Sizes:**

**"Full column"**

width: 2 ¼ inches  
162 pixels

height: 9 ¾ inches  
702 pixels

resolution: 72 dpi

**"Half column"**

width: 2 ¼ inches  
162 pixels

height: 4 ⅞ inches  
351 pixels

resolution: 72 dpi

**"Quarter column"**

width: 2 ¼ inches  
162 pixels

height: 2 ½ inches  
180 pixels

resolution: 72 dpi

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**Leadership Team**



	<p><b>President/Chairman</b>  <i>Bob Livingston</i>  214.236.6826  <i>blivingston@narrativelearning.com</i></p>		<p><b>President-Elect</b>  <i>Kim Dukes</i>  972.304.1044  <i>kim_dukes@yahoo.com</i></p>
	<p><b>Director</b>  <i>Marie Beck, Ph.D.</i>  972.401.8145  <i>marieb@personneldecisions.com</i></p>	photo unavailable	<p><b>Director</b>  <i>Judith Wilson</i>  972.509.2022  <i>judith.a.wilson@communitycredit.org</i></p>
	<p><b>Director</b>  <i>Sharon Weisberger</i>  972.818.1199  <i>sharonw@airmail.net</i></p>		<p><b>VP Career Development</b>  <i>Jan Moorman</i>  214.352.8622  <i>janmoorman_2000@yahoo.com</i></p>
	<p><b>VP Communications</b>  <i>Elaine Weeman</i>  972.869.0304  <i>eweeman@seachangeptrs.com</i></p>		<p><b>VP Finance</b>  <i>David Wilmot</i>  214.209.0418  <i>david.wilmot@bankofamerica.com</i></p>
	<p><b>VP Marketing</b>  <i>Elizabeth Bogard</i>  214.542.2192  <i>ekjco@wt.net</i></p>		<p><b>VP Member Services</b>  <i>Rebecca Bales</i>  214.358.1000  <i>rebecca@odysseysi.com</i></p>
	<p><b>VP Programs</b>  <i>Deborah Avrin</i>  972.991.4737 ext. 350  <i>avrin@wans.net</i></p>		<p><b>VP SIG's</b>  <i>Patricia Mejia</i>  214.706.1853  <i>patricia.mejia@heart.org</i></p>
	<p><b>VP Technology</b>  <i>Scott Stein</i>  817.238.9104  <i>scottcs@hotmail.com</i></p>		<p><b>Chapter Manager</b>  <i>John Swinburn</i>  972.755.0956  <i>John@dallasastd.org</i></p>