

Perspectives

Dallas Chapter of ASTD

Membership Newsletter

March 2003

Perspectives is published by the Dallas Chapter of ASTD, a non-profit corporation. The Dallas Chapter is an affiliate of the international association of 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)
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Letters to the editor, guest contributions, and advertisers are welcome. Submissions may be sent to Joe Russo or Elaine Siciliano 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

VP of Communication: Elaine Siciliano Weeman	eweeman@seachangeptrs.com	972.304.9060
Editor/Designer: Joe Russo	newsletter@dallasastd.org	972.580.5379

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At our next meeting, Dallas ASTD presents:

First Praise, Then Profit...

with Dottie Bruce Gandy



Based on her book, *30 Days to a Happy Employee*



hat do workers really want? It's

not always more money, bigger offices, or better benefits. Business surveys reveal that the main reason employees voluntarily leave their jobs is because they do not feel valued for their contributions. Dr. Stephen R. Covey, writing in *The 7 Habits of Highly Effective People*, says that next to physical survival, a human's greatest need is to be validated, to know that he/she matters. In businesses where the retention of skilled employees is essential, offering an environment that celebrates their contributions addresses this need. This is equally true in times of heavy layoffs and economic uncertainty, when the key to a company's survival may be the prior investment it has made in its employees' well being.

In this powerful presentation, a simple, principle-based solution is offered to address these issues. It is a solution that works in any business environment.

During March's lunch meeting, you'll:

- Identify the bottom-line, hard costs to an organization when employees feel undervalued and under-appreciated.
- Recognize the payoffs when acknowledgment is purposeful and ongoing.
- Learn about a 30-Day Process for acknowledgment that leads to gains in loyalty, productivity, and trust and leave with ten practical, use right away tips for acknowledging others.
- Practice using tools and tips that acknowledge who you are and what you contribute.

Dottie Gandy is a business executive and entrepreneur who established two successful consulting practices, and is a co-founder of the National Association of Women Business Owners. She has focused her career on helping organizations retain employees by winning their trust and loyalty, and developing them as leaders along the way. She directed a Texas-based regional office for the Franklin Covey Company, leaving that job to write her book, *30 Days to a Happy Employee*, published in June 2001. The New York Times, The Dallas Morning

Join us for lunch on:

Tuesday, March 18, 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
\$30 members / \$40 guests
 (includes lunch)

If you plan on attending, please
 register by 5 p.m. on
Thursday, March 13.

You may register on our website
 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, 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	11:00 - 11:45 a.m.
Lunch	11:45 - 12:30 p.m.
Program	12:30 - 1:30 p.m.
JobNet	1:30 - 2:30 p.m.

News and Entrepreneur Magazine give Dottie's book high praise and call it a "recommended read."

Dottie is committed to having individuals and organizations celebrate and acknowledge the contributions of those around them. Bring a guest... someone you'd like to acknowledge for the value they add to your life! Come feel good about yourself and others and take the message back to everyone you know! 📖

SIG Meeting Schedule and Topics

March 5
7:30 - 9:00 AM **Image / Color / Dress / Culture**
Facilitate With Style SIG

At this meeting, we will address questions that our group asked about one year ago:

- Does my image fit the culture?
- Is my dress and style appropriate and enhance or distract from the training?
- What colors are appropriate when presenting and do my presentation materials reflect the image and culture?
- What is the Image my company wants me to project and how does this really affect my presentation, delivery and content.

Location: North Dallas Athletic Club, 13701 North Dallas Parkway (Near Alpha on the west side). We meet in the restaurant. Parking available near club entrance or there is a garage below.

Cost: Donations welcome for refreshments.

Please RSVP to Jphillips@callpeaknow.com or call Mary Anne Wihbey at Peak Performance Solutions for more information (972.715.2678).

April 2
5:30 - 7:00 PM **Happy Hour: "Training Tips"**
Facilitate With Style SIG

Join us for a fun night of networking and sharing. Please bring a “training/facilitation tip” that works for you or share your most embarrassing training moment.

We hope to see you there!

Location: Popolo’s Restaurant, 707 Royal Preston Center

Cost: Cash Bar. Pizza provided.


Please RSVP by March 31 to Jphillips@callpeaknow.com.

Go Fish!

By Kim Dukes, President



I was speaking to my husband the other night about how boring my job had become and how I wasn’t learning and growing. He said I needed to change my attitude and make it fun. Sometimes, just a small reminder helps to transform your attitude. You see, I haven’t lost a passion for my career and work, I just sometimes want something to re-energize me. Like many people today, I get so caught up in the day-to-day pressures of work that I forget the simple principles and lessons we have learned.



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

Then, I remembered the bestseller book I read: *Fish* by Stephen Lundin, Harry Paul and John Christensen. If you haven’t read it, I recommend it. And it’s a short, easy read that will relax you and give you a renewed perspective of your career. Here are some simple philosophies from *Fish*:


“Choose Your Attitude: Life is too precious to spend any time at all, much less half of my waking hours, in a toxic energy dump. There is always a choice about the way you do your work, even if there is not a choice about the work itself.”

“We can take the business seriously, but we discovered we could be serious about business and still have fun with the way we conduct business.”

“Serving our customers/others will give us the satisfaction that comes to those who serve others. This is healthy, will feel good, and will unleash even more positive energy.” 

Thank you to the following volunteers...

...to all the new volunteers on our Communications team! Ginger Whitson, Katherine Schoemer, Martha Stott, Linda Gray, Louellen Coker, Shannon Reid, Richard York and for continuing participation: Joe Russo and Richard Buse.


If you'd like to recognize a special volunteer, please write to Elaine Siciliano Weeman at eweeman@seachangeptrs.com or Joe Russo at newsletter@dallasastd.org. 

Link of the Month



This month's link is an article search tool: www.findarticles.com. This site is an archive of published articles that you can search for **free**.

FindArticles.com contains articles dating back to 1998 from more than 300 magazines and journals!

Send your submissions for link of the month to Joe Russo at newsletter@dallasastd.org or Elaine Siciliano Weeman at eweeman@seachangeptrs.com. 

Using Office for Training Functions

Train the Trainer - Word Documents as E-mail

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.

Have you ever received a great looking advertisement in your e-mail? It may have looked like a nice leaflet or included animation like a web site. If you looked at it and thought “That’s really neat. I wish I knew how to do that” then this article is for you. In fact, many of you may be able to do this *right now* using an application you already know: MS Word. Yes, that’s right! It is possible to use Word to send a document containing text and graphics as an e-mail!



If you have an e-mail program that is compatible with the Messaging Application Programming Interface (MAPI) or with Vendor Independent Messaging (VIM), then you have passed the first requirement for sending e-mail through Word. If you are not sure, try the menu option **File**, then see if the **Send To** option is there. If not, you may need to consult with your organization’s computer support to find out if and how you can access this feature. If your e-mail program is not compatible with MAPI or VIM, or for some other reason you are not able to use the **Send To** option, then you may be able to send your documents as attachments instead.

Another requirement is that your e-mail allows you to send HTML documents. In your e-mail application, open the Help window and search for “HTML.” If you discover that it does allow you to send HTML documents, read the instructions

closely to determine the capabilities and limitations of your system. In some cases, you may be able to cut and paste HTML source code or graphics directly into the body of the e-mail before sending it.

NOTE: How to convert Word to HTML was covered in the February 2003 issue of Perspectives. How to convert a PowerPoint slide into a graphic was covered in the December 2003 issue of Perspectives.

Create e-mail from Word:

1. In Word, open the Word or HTML document to send as an e-mail.
2. Select the menu option, **File**, then sub-option **Send To**, then sub-option **Mail Recipient**. In Word 2000 or higher, you may select if the document is supposed to be an **Attachment** or the **Body** of the message.

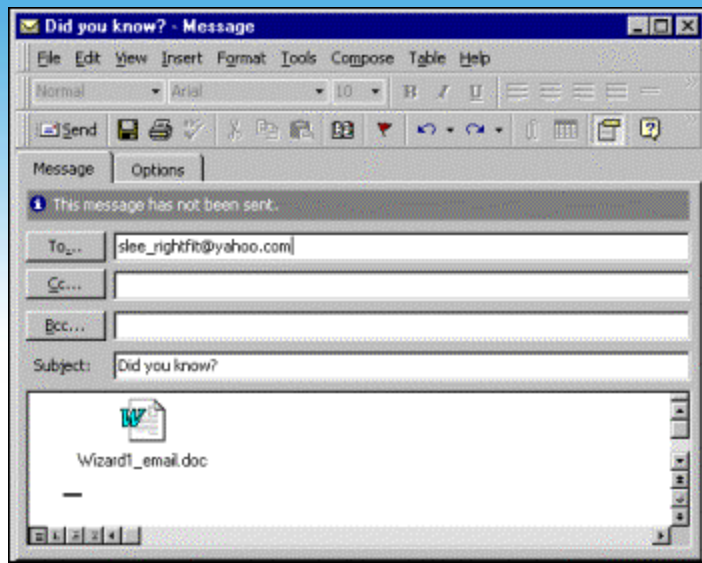
NOTE: If you have Word 97, it sends the document as an attachment. The other options are not available.

3. When the e-mail window appears,
 - a. Enter the e-mail addresses in the “Send” area.
 - b. Enter a subject in the “Subject” area.
 - c. If using Word 2002, you may add additional text above the document in the “Introduction” area.
 - d. Then select **Send** (if using Word 97) or **Send A Copy** (if using Word 2000 or higher, including XP.)

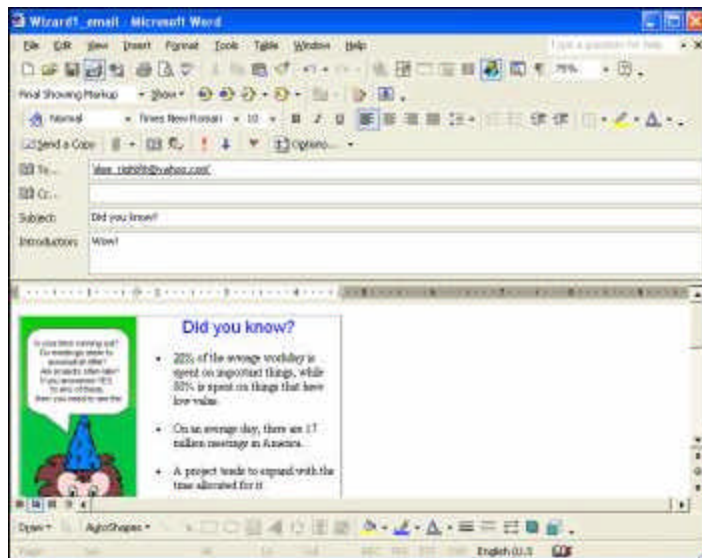
Recommendation: Send a copy of the e-mail document to yourself to see how it looks before sending it to anyone else.

(The following screen captures are from Word with Outlook as the e-mail tool.)

Office 97 Version:



Office XP Version:



4. The document will move into your e-mail tool's Outbox to send according to your established rules.

Using the toolbar to start the e-mail function in Word:

If using Office 97 or Word 2000, you may use the e-mail button for step 2 above.



If using Office XP or Word 2002, may use the e-mail button for step 2 above.



*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. *

Emotional Intelligence: Full Day Workshop with Chuck Ward

Back by popular demand! Chuck Ward, who gave us the basics of Emotional Intelligence at our January meeting, will be conducting a full-day workshop on Applying Emotional Intelligence in the Workplace on Thursday, March 20, from 8:30am to 4:30pm. This workshop will take place at the Wyndham Dallas North Hotel (formerly called the Hilton Dallas Parkway), which is located in the northwest quadrant of the intersection of 635-LBJ & the Dallas Tollway.

In this highly engaging session, you will discover specific tools for developing and implementing the benefits of Emotional Intelligence in your professional and personal life. You will learn to use specific techniques for achieving the emotional awareness, emotional control, and self-motivation that characterize today's most successful business leaders.

Space is limited, and preregistration and prepayment are required. The deadline for registering is Monday, March 17.

For more information about this workshop and to register, please [click here](#) or call the Chapter office at 972-755-0956. 

Ask the Trainer...

with Richard Buse



This month's topic is: *"Please share some of your Best Practices and Successes."*

John Cox of the Cox Learning Group responded that he has experienced a great deal of success using competency-based training in combination with self-directed or learning-controlled strategies.



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www.mlinktech.com

Cox said that research has shown that this combination can reduce the amount of time an individual has to spend learning essential information by as much as 50 percent. Cox said the reason for that is that as individuals progress in their training, they become more efficient in learning.

Cox said that most of the individuals who have undertaken such training under his guidance are sales people or managers that have a great deal of autonomy. Learning maps are crucial in determining what such individuals need to know and how they will go about learning the necessary subject matter.

Cox added that classroom sessions are just one aspect of effective training, and that a person's daily work environment often provided the best learning opportunities. He added that training professionals also needed to regard computers or information technology as a distribution system for training, rather than as a training system in itself.

Our question for next month is:

"What sales techniques do you recommend to outside consultants in this economy?"

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

Pictures of the February meeting could not be processed in time for publication. Please look for those pictures and more in the April issue of *Perspectives*.

Member Services

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	Advertising is available in our newsletter and on our website. Contact us to learn about rates.	Dallas ASTD Office 972.755.0956 info@dallasastd.org or visit http://www.dallasastd.org/advertise.htm for more information.
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!	Charleen Allen 817.485.5395 charleenallen@charter.net
Awards	The Chapter sponsors awards for all chapter volunteers, as well as several awards to	Kim Dukes 972.304.1044 kim_dukes@yahoo.com

	<p>recognize outstanding achievement in training and development. Awards are presented at the December monthly meeting.</p>	
Career Builders	<p>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.</p>	<p>Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com</p>
Job Postings	<p>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).</p>	<p>Marie Snidow 214-368-4821 msnidow@yahoo.com</p>
JobNet	<p>A job search support group that meets before each monthly meeting; see meeting schedule for times.</p>	<p>Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com</p>
Mailing List	<p>Available to rent if you have a training-related service or product to advertise.</p>	<p>Dallas ASTD Office 972.755.0956 info@dallasastd.org</p>
Member Directory	<p>Available on the Chapter website. Contains contact information for each member, along with general information about Dallas ASTD and ASTD National.</p>	<p>Dallas ASTD Office 972.755.0956 info@dallasastd.org</p>
Monthly Meetings	<p>Held the third Tuesday of each month to provide professional development and networking opportunities.</p>	<p>Dallas ASTD Office 972.755.0956 info@dallasastd.org</p>
<i>Perspectives</i> Newsletter	<p>Published monthly; contains information about chapter programs</p>	<p>Elaine Siciliano Weeman 972.304.9060 eweeman@seachangeptrs.com</p>

	and events, and educational articles.	
Orientation	Provides information about all chapter benefits. Offered before each monthly meeting; see meeting schedule for times.	Charleen Allen 817.485.5395 charleenallen@charter.net
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 Dallas ASTD member pursuing a graduate degree in training or a human resource specialization.	Kim Dukes 972.304.1044 kim_dukes@yahoo.com
Special Interest Groups	Dallas ASTD Special Interest Groups (SIGs) offer members a forum to discuss and learn about topics of interest to them. The SIG meetings are available at no charge to Dallas ASTD members. Guests may attend a SIG once to learn about the group. If guests would like to attend a SIG more than once, they must join Dallas ASTD.	Patricia Mejia 214-706-1853 patricia.mejia@heart.org For more information, visit http://www.dallasastd.org/sigs/sigs.htm
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

March 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5 Facilitate With Style SIG	6	7
10	11	12	13 Meeting reservations due	14 April newsletter submissions due
17	18 Chapter Meeting	19	20 Emotional Intelligence Workshop	21
24	25	26	27	28

Advertising Rates

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 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.

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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 1/4 inches
162 pixels

height: 9 3/4 inches
702 pixels

resolution: 72 dpi

"Half column"

width: 2 1/4 inches
162 pixels

height: 4 7/8 inches
351 pixels

resolution: 72 dpi

"Quarter column"

width: 2 1/4 inches
162 pixels

height: 2 1/2 inches
180 pixels

resolution: 72 dpi

Leadership Team

Dallas ASTD Leadership Team

	<p>President/Chairperson <i>Kim Dukes</i> 972.304.1044 <i>kim_dukes@yahoo.com</i></p>		<p>President -Elect</p>
	<p>Director <i>Deborah Avrin</i> 972.991.4737 ext. 350 <i>director@dallasastd.org</i></p>		<p>Director <i>Bob Livingston</i> 214.236.6826 <i>blivingston@narrativelearning.com</i></p>
	<p>Director <i>Judith Wilson</i> 972.509.2022 <i>director@dallasastd.org</i></p>		<p>VP Career Development <i>Jan Moorman</i> 214.352.8622 <i>careers@dallasastd.org</i></p>
	<p>VP Communications <i>Elaine Siciliano Weeman</i> 972.304.9060 <i>eweeman@seachangeptrs.com</i></p>		<p>VP Member Services <i>Charleen Allen</i> 817.485.5395 <i>memberservices@dallasastd.org</i></p>
	<p>VP Marketing <i>Tim Wackel</i> 214.369.7722 <i>marketing@dallasastd.org</i></p>		<p>VP SIG's <i>Patricia Mejia</i> 214.706.1853 <i>sigs@dallasastd.org</i></p>
	<p>VP Programs <i>Amy Harris</i> 972.406.1815 <i>programs@dallasastd.org</i></p>		<p>VP Technology <i>Elizabeth Bailey</i> 214.674.4588 <i>technology@dallasastd.org</i></p>
	<p>Chapter Manager <i>John Swinburn</i> 972.755.0956 <i>info@dallasastd.org</i></p>		