



SLS 2008 – Time To Innovate

by Shirley Fine Lee

YEE-HAW! It's time for that fun and fantastic event North Texas area Training and Development (T&D) folks look forward to each year!

Six Flags advertising this year is measuring fun by the number of potential flags it might raise. We at Dallas ASTD, measure the potential for fun in the number of educational presentations and exhibits offered at the annual Southwest Learning Summit & Exposition (SLS) each year. In 2007, the **SLS fun-o-meter was 27** (15 exhibitors, 12 Presenters, and 1 great motivational keynote) from 8:30 – 3:00. In 2008, we are going from 8:00 – 5:00 and hoping for a fun-o-meter that will blast-off your learning innovations from August 2008 and well into 2009.

NOTE: If you are not familiar with Six Flags commercials, you may watch some videos at <http://www.youtube.com/user/MoreFlagsMoreFun>.

It's time to innovate as you educate– so come on and join the fun at SLS! Find out why SLS is one of the best events in Texas to learn about what is: new in the industry, old but still works, or offers a different twist on a traditional approach. Last year we provided excited T&D participants with the answers to 5 W's plus an H related to SLS. Below you will find answers to these questions for 2008.

WHAT is SLS?

It's a full-day event for anyone who would benefit from the educational break out sessions, networking with other professionals in the T&D field, or by meeting with suppliers of learning materials and services.

WHEN is the 2008 SLS?

The 8th Annual Southwest Learning Summit & Exhibition will be on Tuesday, August 12, 2008. It starts at 8:00am and goes until 5:00pm. That's 2.5 hours longer than last year for even more fun! The Dallas ASTD lunch program featuring Clint Swindall as our keynote speaking on "*Engaged Leadership: Building a Culture to Overcome Employee Disengagement*" will be 11:30am - 1:15pm.

WHERE will SLS be this year?

This Dallas ASTD sponsored event will be held at the Addison Conference Centre located at 15650 Addison Road in Addison, Texas 75001

WHO will be at SLS?

Dallas ASTD members and other interested human resource development professionals that participants can network with. Plus there will be many exhibitors and presenters who will provide new learning opportunities and great information on products and

services. Check the [SLS page](#) of the Dallas ASTD website for more details, registration, and updates as [vendor application](#) closes August 8.

Comments from a few of last years' exhibitors and presenters include:

- *The American Management Association (AMA) was pleased to be a part of the 2007 Southwest Learning Summit. In addition to supporting our local ASTD chapter, we achieved visibility among our local clientele and had the valuable opportunity to share and learn about the latest trends that are important in our industry.*
 - Lynn Z. Womble, American Management Association Regional Director
- *Garrett Creek Ranch provided the Recipe for Learning presentation and we received rave reviews. The trainers/participants loved the culinary teambuilding experience because of the experiential component as well as the creativity and teamwork it required. Everyone loved the payoff at the end...eating!*
 - Debra Williams, Garrett Creek Ranch Director of Sales
- *I had the pleasure of being an exhibitor of my Inscape Publishing product line featuring DiSC profiles and programs last year. Our group of Inscape distributors felt the opportunity was beneficial for us and those we connected with during that day. We appreciated having the chance to engage a variety of interested people in conversations about the high quality products and services we offer and look forward to having another opportunity to do that again.*
 - George Hendley, Inscape Publishing: Everything DiSC and idXready
- *I am always eager to attend ASTD's Southwest Learning Summit & Expo. I have participated as an exhibitor at the event since its infancy, served as a presenter, and helped coordinate the event over the years. The Summit provides an excellent opportunity to learn and re-connect with ASTD members, colleagues and clients.*
 - Clare Davis, MLink Technologies, Inc. VP Client Services

WHY should I attend SLS?

If the above hasn't convinced you, then take a look at the photos from last year that accompanies the 2007 SLS summary article "[7th Annual Learning Summit: What a day!](#)" by clicking on the first link to photos.

HOW much does SLS cost?

The total cost for attending the Expo and educational presentations this year is \$45 for members and \$55 for non-members. This price includes the luncheon program with Clint Swindall. Cost is the same whether the entire day or partial day is attended.

Come join us for a fun and fantastic event you will look forward to every year from now on. You can believe me when I tell you the Southwest Learning Summit & Exposition an even cooler place to be than Six Flags during a North Texas summer.

About the Author: Shirley Fine Lee is the author of "R.A!R.A! A Meeting Wizard's Approach", which is a quick guide to planning and conducting meetings so that they are as productive, effectual, and smoothly run as possible. She has extensive experience helping organizations with their team building, training development, meeting facilitation, presentation delivery, and other communication needs. Shirley has worked as a training and development specialist since 1986, and an independent consultant since 2000, when she joined Dallas ASTD. Shirley has been on various committees, attends SIGS, and has served as VP. You can find out more about Shirley and how to contact her on her website at www.ShirleyFineLee.com.

