

Perspectives

Dallas Chapter of ASTD

Membership Newsletter

October 2001

Inside this Issue:

Meeting Topic	2	Using MS Office	11
From Our President	4	Learning Into Doing	13
Thank You Volunteers!	5	Snapshots	16
Link of the Month	5	Member Services	19
SIGNificant	6	Calendar	23
Facilitate With Style	7	Advertising	23
Peace at Work	9	Leadership Team	24

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. Article submissions may be sent to Joe Russo or Christy Matheson (contact information below.) **The deadline for articles and advertisements is listed on the Chapter Calendar.**

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.

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At our next meeting, Dallas ASTD Presents

Fresh Ideas for Retaining Employees

*Presented by John Cox, Ed. D.
President, Cox Learning Group*

Employee turnover for all U.S. businesses has soared to the highest levels over the last decade, according to a Bureau of National Affairs report. The cost implications are huge. The U. S. department of Labor estimated that it costs one-third of a new hire's annual salary to replace an employee.

The business community faces a critical need to find and keep good employees. Labor shortages are particularly painful to companies who cannot find employees to fill key positions within their organizations. It is clear that industry must compete as aggressively for employees as it does for customers. The problem is most companies don't know what their turnover costs really are, nor do they have the tools in place to control turnover. This cost is hard to manage, in part because it does not show on the P & L statement, unlike other costs.

Many organizations speculate about the reasons why employees decide to stay or leave their jobs. To avoid speculation, The Coca-Cola Corporation recently funded a major research effort. The basic objective of the study was to determine the costs of turnover and the factors that contribute to retaining employees within the supermarket industry in North America. Approximately 10,000 store level employees across the U.S. and Canada were surveyed. The study has significant implications for industries other than food retailing.

The study provides two focal points for attacking the turnover problem:

Our next meeting is:

Tuesday, October 16, 2001
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)

*This month Dallas ASTD presents
"Bring a Guest Night"
Guests who preregister
pay only \$35.
Guest registration "at the door" is \$40.

If you plan on attending,
please register by noon on
Thursday, October 11.

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

JobNet	4:30 - 5:30 p.m.
OPI 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.
Ln. Tech. SIG	8:00 - 9:00 p.m.

- The ability to quickly estimate their company's turnover cost to see the size of the opportunities.
- Actions to take that will increase employee retention, thus reducing employee turnover.

With the emerging emphasis on performance improvement within the Training and Development community, the results of this research holds great importance and provides many potential benefits for those practitioners who are truly interested in facilitating change that results in improved organizational performance. Some of the benefits to be gained by participants as a result of this presentation are the ability to determine:

- What elements really need to be measured to identify the cost of turnover.
- Why organizations should focus on retention vs. turnover.
- How to utilize a performance model to identify factors that drive retention.
- How to apply a strategy for taking action to improve retention.

John Cox is the founder and President of the Cox Learning Group, a firm that specializes in creating learning systems that enhance organizational and employee performance. The firm's focus is customized design using self-directed learning strategies. Prior to establishing his firm, Dr. Cox was Director of Education At ClubCorp, Corporate Manager of Training and Development for The Southland Corporation, and a faculty member in the School of Business at East Carolina University. Since 1975, Dr. Cox has created more than 100 training programs for firms in the Retail, Hospitality, Distribution, and Manufacturing industries. He has published in ASTD Journal and Training Magazine, and his approach to Job Aid Development was published in the ASTD Handbook for Technical Training. Most recently, Dr. Cox co-authored an international study on employee retention for the Coca-Cola Retailing Research Council. Dr. Cox received his Doctorate in Adult Education from North Carolina State University. 

Living Your Life with Meaning and Fulfillment

by Sharon Weisberger

After the tragedies in New York, Washington, and Pennsylvania, many have taken time to reassess what and whom we value most. Life feels short and precious and we wonder how we can make the most of it. To borrow a line from Richard Bolles, renowned career counselor and author, where do we want to go from here with our lives? Here are a few questions to stimulate your thinking about finding greater meaning and fulfillment.

1. "If I had \$10 million to spend on myself, I would ..."

Examples: start my own business, buy beautiful and expensive art and clothes, take a long trip around the world, build my dream house in the mountains overlooking a beautiful lake.

Review your answers again and ask yourself:

2. "Can I pursue any of these activities now in some way with my existing resources?"

Review your answers again and ask yourself:

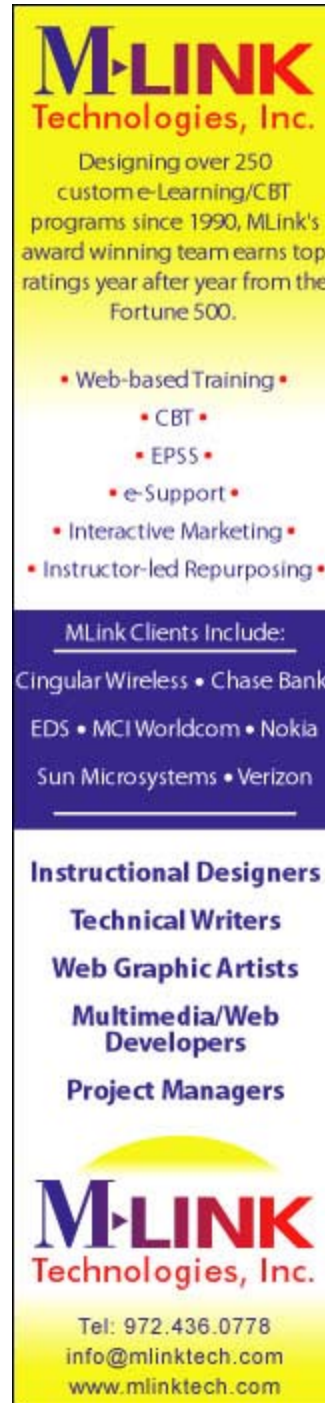
3. "Can I identify or develop resources over the next five years that would enable me to pursue these activities?"

Why put off indefinitely what you can start today? Consider the following questions:

Are you motivated to make the world a better place?

Sometimes, it's hard to identify what we can do. You can remove limitations to your thinking by asking the question differently. Try, "What would I like to see others do to make the world a better place?" Then, use your answers to determine what you would like to do.

Are you happy with the amount of time you spend at work, with family and friends,



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in pursuing hobbies or other interests?

Life Balance: where would you make changes? How can you eliminate obstacles to your goals? A related question that is often asked is, "How do I find the time for everything I want to do?" Most of us find time for whatever is most important to us. Therefore, a key question is: how high a priority is life balance? A follow up question is: will your life be as fulfilling without ongoing attention to the activities that bring you the most satisfaction?

From a list of values (achievement, independence, money, status, community service, etc.), identify your top seven.

Living True to Your Values: In a career development course I once taught, participants were given the task above and found it to be the most profound. After identifying their top seven values, participants indicated whether they felt they were able to achieve those values in their current life situation. For those values where they answered "uncertain" or "no", participants were encouraged to examine whether these answers were causes for stress in their lives and what changes they might make to meet those unfulfilled needs.

I wish for all of you the greatest sense of meaning and happiness in your lives, and the courage to ask the questions and pursue the actions that will bring you the most fulfillment.


To your success!

Sharon Weisberger 

Thank you to the following volunteers...

...for helping at the August meeting: Vickie Hardwick, Tish Visinsky, Katie White.

Link of the Month

here have been numerous reports of computer viruses in the past few months. As a first line of defense against viruses and hackers, always make sure your computer is using the latest software. For Windows users try windowsupdate.microsoft.com. (If anyone knows of a similar Apple website, let us know and we'll print it in this space!)

SIGNificant

by Scott Airitam, VP SIGs

As I move forward into the final quarter of my year as VP of SIGs for the Dallas Chapter of ASTD, I wanted to make everyone aware of the progress that our SIGs, as a group, have made during the past nine months. It is important to note that the successes of our SIGs would not be possible without support from our membership. Thank you.

In January of 2001, we had six SIGs on the books, but only two of them were meeting with any frequency at all and only two others actually had both SIG Leaders and regular attendees. It was agreed that we would rather have fewer strong, beneficial SIGs than have many SIGs that did not meet or provide a benefit to the membership. Our SIG Leaders have accomplished that without a doubt.

Learning Technology SIG: Bill Brandon has been a rock as he has taken years to mold and develop this SIG into a popular and beneficial group. The Learning Technology SIG delves into the technology side of Learning, Training, Development, and Improvement. Bill is very respected for his knowledge in this area and rarely does anyone leave a meeting of this SIG unimpressed. Bill is able to gather top-notch guest speakers that enlighten and motivate. In recent months, it has started to catch on among the general membership that this isn't a SIG for techno-geeks alone, but that technology affects everyone. Attendance of this SIG has been terrific. Bill has done a terrific job leading this SIG and has even created a web presence off of the Dallas ASTD Website. If you haven't visited the site, you need to, and if you haven't attended this SIG, you have been missing out.

Consultant SIG: Alan Barraclough has truly brought a new dimension to the Consultant SIG. Alan took over the SIG in May of 2001 and wanted it to be a group that was beneficial to both outside consultants and trainers as well as inside



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(corporate) consultants and trainers. Alan has proved his vision true. The attendees of this SIG have given the quality and presentation in this SIG rave reviews and, as a result, regular attendance has gone up. Alan's experience in this realm truly benefits the group and his contact list for guest speakers is strong. If you attend this SIG once, you will be hooked.

Organizational Performance Improvement SIG: Carl Schwab has been the leader of this SIG for years. Recently, he has partnered in leadership with Dwight Davis and together, they form a most dynamic duo. The popularity of this SIG has recently increased because of the real world knowledge and application of performance improvement techniques and vision development and implementation ideas that Carl and Dwight bring to the table through guest speakers and group interaction. A great deal of our membership is tied to OPI in some way or form, and there is no doubt that anyone involved with it would benefit from attending.

And introducing the **Facilitate With Style SIG:** Rex Fithian and Mary Anne Wihbey have just formed this SIG. It will focus on enhancing the skills needed to create, deliver and facilitate the adult learning process. We are very excited to have Rex, whose experience is much too deep to recount, and Mary Anne, who has led a similar SIG in the past, join together to lead this SIG. The first meeting of this group will be in October (see the article below.) This SIG is definitely needed and I expect that it will be packed with attendees. Congratulate Rex and Mary Anne when you see them.

All of the SIG leaders have worked hard so far this year to ensure that you have meetings that are especially relevant to you. Please continue to support them with your attendance, and if you'd like to volunteer to help coordinate a SIG (an existing one or a brand new one) please contact me with your ideas at 214.585.2525. ☎

New SIG: Facilitate With Style

Are you confident that your presentations are interesting and compelling? Have you wondered how you can avoid the hecklers in your class? Have you ever fidgeted during a boring training class? Are people fidgeting in the ones you design or deliver? Do you know the secrets to creating and delivering an effective, interesting course?

A new and exciting special interest group (SIG) is being organized to address these and other important training delivery and facilitation issues. The new SIG is called "Facilitate with Style." The

objective of this SIG is to enhance the skills needed to create, deliver and facilitate the adult learning process. These workshops are designed for the individual new to training as well as the seasoned professional wanting to improve their skills and technique.

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. and consist of workshops where participants can learn from each other, guest speakers, and through panel discussions. We will meet at the offices of Peak Performance Solutions at 5001 LBJ Freeway, Suite 700, Heritage Square, (Next door to the Hilton) Dallas, TX 75244. The telephone number is 972.715.2678.

Co-chairing this SIG will be Rex Fithian, President of Interactive Resources and Mary Anne Wihbey, President of Peak Performance Solutions. Mary Anne is a dynamic sales and management trainer on a national level. She founded PPS in 1994. She hosted this SIG in 1995 and 1996 where the attendance at most meetings became "standing room only."

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Rex Fithian, Founder and President of Interactive Resources, is a popular leadership coach and business counselor. In addition to over twenty-five year's experience in management and supervision, he has taught his successful selling and management style to hundreds of people around the world. Rex is the managing editor of *Sales Talk*, an insightful publication that provides helpful direction for improving sales and leadership performance. Rex also serves as a Faculty Member and Course Designer for the American Management Association.

"Facilitate with Style" Meeting Schedule:

October 3, 2001

Introduction to Group

The ABC's of how the adult learns and how you can make an impact

November 7, 2001

Games Trainers Play: when and how to use them

December 5, 2001

Handling the Heckler (Better yet, diffuse them)

January 4, 2002

Are they buyin'? Behavior skills and body language

February 6, 2002

Presentation Skills Part I: Effective use of props and delivery techniques

March 6, 2002

Presentation Skills Part II: Improve through observation (video-taping)

April 3, 2002

Re-evaluate / Group Discussion

If you're interested in learning more about the best practices for creating, organizing and delivering dynamic adult learning sessions with style and flair, contact Rex Fithian at 972.474.2494 or rex@traintosell.com. You'll be glad you did! ☛

Peace at Work in these Turbulent Times

by Linda Swindling

How do you get your employees to focus on work when the terrorist attacks of September 11th have changed us forever? How do you encourage people to be productive when their emotions are vacillating between rage, dismay, sympathy, hopelessness and revenge? It is not an easy task. The major challenge is to control what you can. You can control your reactions to this tragedy. If you have management authority, people are looking to you for your response. Here are some ways to restore peace and productivity to your workplace.

Give people time. This is a shock. They may need more frequent breaks. There will be a lull in productivity. More sick time may be used. Expect it.

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Encourage employees to get help. If you have an Employee's Assistance Program (EAP) or counseling services, encourage people to use them. Some of your employees may suffer from post-traumatic stress disorder. Others may need to deal with co-workers, clients, patients or family members who are suffering from mental problems related to this trauma. Refer your employees to professionals that are trained to help them get through these types of situations. With the depression linked to graphic scenes, you may also want to consider limiting TV watching to lunch & break times.

To the extent possible stop the gossip and speculation. People will need to talk and there is a need for information. However, too much time spent talking about the need for revenge and retribution is not productive. Remind employees that there are top people in charge of making those difficult decisions who are working on the proper response.

Do not let employees bully others. You have a duty to keep the workplace safe and free from discrimination. Problems are only increased if you allow your workforce to treat others differently based on factors such as race, national origin or religion. This might be a good time to circulate your policy on treating others with respect and not discriminating against co-workers, suppliers or customers.

Consider bringing in outside help. If your work environment seems to be suffering, you may want to bring in a stress management counselor. If productivity is low, you may want to hire a facilitator to help people focus on what these acts of war means to your business right now and what you are going to need to think about for the future.

Have a cause that people can rally behind. Consider sponsoring a clothing drive, donating blood, raising money, write encouraging cards to workers. One hotel brought cookies to airline personnel stranded in the city. Another is making posters for their New York office.


There is good news. You just may have to listen and look harder for it. One radio station reported on the architectural abilities of the engineers of the World Trade Centers. Instead of concentrating on the lives that were lost during the collapses, the reporter marveled at the strength of the structures & the length of time they withstood the crashes to allow so many to be evacuated.

Sing the praises of your own hometown heroes. There are people who are doing amazing things around you to support both the areas affected by tragedy and to keep business going as usual. Notice and appreciate those folks. Those employees who continue doing a good job, even during this chaotic time, deserve to be

recognized.

Try to turn the attention to the good that is being done. There is a renewed patriotism felt throughout our land. Our own leaders have put aside political differences to support the president's efforts. Communities are pulling together and are helping people they have never met. There is a resurgence of religion and people of different religions are supporting the relief efforts. Countries are pledging their support to the United States.

Remember that ceasing business is what the enemy wants. Our nation received a wake up call. People do not want the United States to continue its economic success. Remind your employees that shutting down business is a form of retreat. One of the best ways to honor the victims, the medical providers, the rescue teams, and our supporters is to pull together and be productive. American workers have received the call. We need to answer that call by getting back to work.

Linda Swindling is an author, attorney and mediator who works with executives and professionals to create better working environments, avoid lawsuits and improve negotiations. For more information go to www.lindaswindling.com or contact Linda at 972.416.3652 or toll-free at 877.800.5023. In addition, there is a wealth of information, including crisis communication, leave policies and how this may affect your efforts regarding diversity and preventing discrimination at the Society of Human Resources Management website: shrm.org. 

Using Office for Training Functions

Train the Trainer - Excel Worksheets

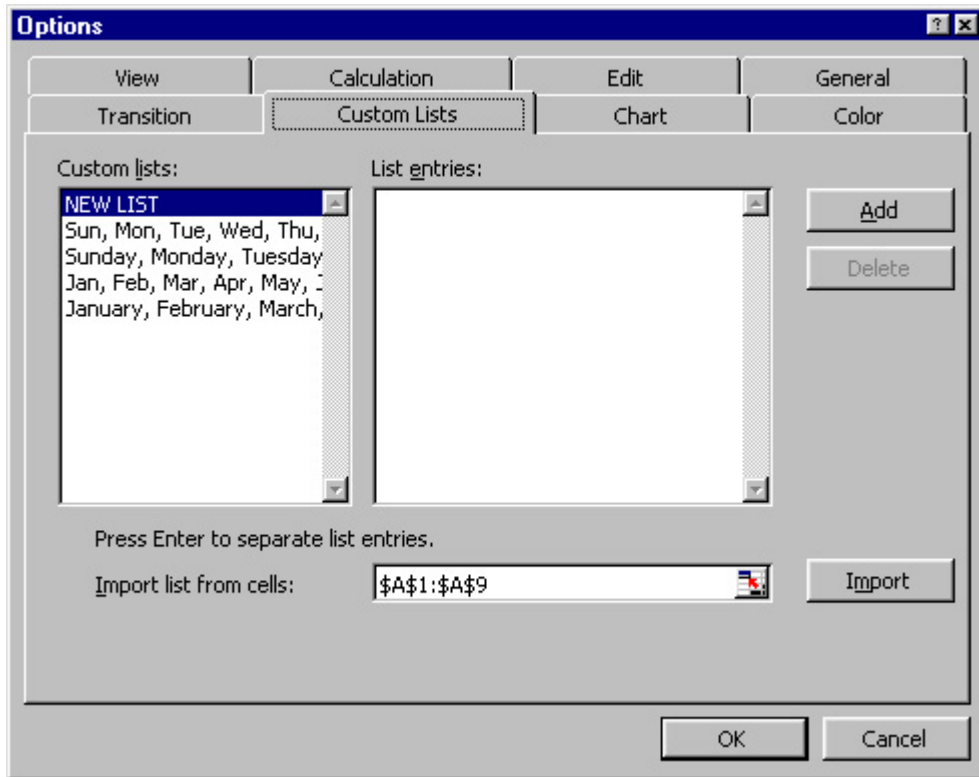
By Shirley Lee

The features presented in these articles will apply primarily to Office 97 and Office 2000 users.

Do you find yourself constantly typing or copying a certain row or column of text on multiple worksheets? Would you like to save yourself some typing or copy/paste time? What you need to do is create a custom list and save it the easy way by following the steps below:

1. Create a list by placing desired data in adjacent cells (either across a row or down a column).
2. Select the entire cell range containing the data list.
3. From the Excel menu bar, select **Tools**.

4. Then select **Options**.
5. Select the *Custom Lists* tab.



- a. Verify the range selected appears in the "Import List From Cells" area.
- b. Click the **Import** button.
- c. Verify new list shows in the "Custom Lists" and "List Entries" areas.
- d. Click the **OK** button to save the list.

In the future, when you want to use your custom list, just follow the steps below:

1. Enter an item from your list into the first cell.
2. Select the cell containing the list item.
3. Drag the fill handle in the direction where you want your custom list displayed.



The fill handle is a plus sign in a small box at bottom right corner of selected cell range. You will know you have correctly "grabbed" and dragged the fill handle when the pointer changes from an arrow to a black cross and cells in the fill range are outlined with a dotted line.

4. After the entire fill range has been dragged across, release the mouse button and your custom list will fill in the selected range.

Please note: Excel will create some lists by default, such as:

- **Days of Week** (long word or abbreviation), **Months of Year** (long word or abbreviation), or **Quarters** (using Qtr 1 or Quarter 1 as a starting point): Simply type the first entry (or the first two entries), highlight the entry or entries, and drag the fill handle to fill the rest of the cells as desired.
- **Numbers** (for example, a list from 1 to 10): Type the first two entries, highlight the entries, and drag the fill handle to fill the rest of the cells as desired.

With any list, you can skip entries by building the skip factor into the first 2 cell entries. For example, if you only want to use even numbers, type 2 in the first cell and then type 4 in the second cell. Highlight the entries and drag the fill handle to fill the rest of the cells. Try it out and be amazed ... or amaze your friends!

Shirley Lee is MOUS certified (Microsoft Office User Specialist). Her web site is <http://web2.airmail.net/c0027711/>. ☛

Learning Into Doing: Beyond Blended Learning Solutions

By Elaine Weeman

T*he real promise of electronic 'learning' tools is in combining these with our traditional approaches of training and development tools, and in leveraging these electronic capabilities to add components of ongoing support and accountability for application of learning for business performance improvements." (Quote by Dr. Mark Weaver, change@work, inc. partner and learning retention expert.)*

E-learning

If you have been following the buzz around e-learning,

you are seeing the observations of more and more customers and analysts that this more "cost-effective" training approach has yet to measure up to its potential. It is estimated that \$70+ billion will be spent by US companies on T&D in 2003. One estimate predicts that the corporate e-learning portion of that market will grow from \$1.1 billion in 1999 up to perhaps \$11 billion in 2003. That's a whopping 900% predicted increase. Also, the so-called "soft skills" training market is growing twice as fast as the information technology component (historically the most common application for e-learning), and might surpass it by 2003.

Once you sift through the emerging jargon (including asynchronous online sessions, CBT, and reusable learning objects) you are left with this question: Even if one can cut delivery costs in half (through desktop content delivery and avoidance of travel and down time, etc.) what about the actual impact on learning and behavior-change? This is especially of concern in the areas of management development and training in personal and team effectiveness.

This question leads us right back to the challenges of helping people to convert learning into doing and realizing measurable business performance improvements.

The focus of e-performance in the future will be less on cutting costs in the long run, but more on harnessing the advantages of electronic technologies to honor the natural laws of how people actually learn and change their behavior to support actual performance changes.

The research on e-learning now reveals:

- up to 80% drop-out rate
- lower retention rates (30% lower than print)
- little effective curricula for "soft skills"
- lack of tracking and measurement of impact

While e-learning applications that center on pure knowledge acquisition can sometimes be cost-effective (for example, new hire orientations and HR



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policy education), there are serious questions about the effectiveness of more top-heavy "head-learning" approaches in developing the personal and collaborative skills and competencies that are twice as important as technical knowledge and expertise in distinguishing superior performers (Goleman, 1999).

Blended Solutions

The real promise of electronic "learning" tools is in combining these with our traditional approaches of training and development tools, and in leveraging these electronic capabilities to provide ongoing support and accountability for application of learning for business performance improvements. The key lies in the synergy between the two. That is why e-learning solutions are now shifting to models that combine different delivery and performance support approaches: so-called "blended solutions."

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Blended solutions refer to different combinations of remote content delivery (for example, looking at slide presentations on a PC) with other elements including: initial face-to-face sessions; ongoing chat room discussions and knowledge sharing; electronic/voice coaching; etc.

This move away from pure e-reading is not surprising given that peer influence and social support is significant in retention and application. E-learning must, and will, move from:

Content Focus	to Focus on Application of Learning
E-reading	to Experiential (Learn-Do-Analyze-Reflect-Do)
Lowering Delivery Costs	to Cost and Performance Impact
Tracking Attendance	to Tracking Individual and Business Outcomes
Follow-up as Add-on	to Follow-up from the Beginning

Recommendations

- Think of current e-learning applications as just a starting point in finding ways to integrate electronic tools and processes into our training and development efforts.
- Develop simple electronic applications or adapt current products that will help people apply what they have learned and change their behaviors beyond the actual training event.
- Use electronic forums to administer individual or group reminders of key learning content. You may also use these forums to uncover, acknowledge, and celebrate application of learning and effective behavior change. Use these forums for at least 90 days after the training.
- Adopt and promote a philosophy of "follow-up from the beginning", and educate participants in personal and team effectiveness training in the "Learn-Do-Feedback- Analyze/Reflect -Do" cycle for real learning and behavior change.

Elaine Weeman is a principal partner in change@work, inc. and has been actively involved in coaching and OD in the Dallas area for 15 years and co-developed an electronic tool (The Change Support Network) to accomplish "follow-up from the beginning" and turn learning into doing. www.changeatwork.com. 

SnapShots from the "High Tech - High Touch" vendor fair and August meeting

photos courtesy of Don Simonds



Stephen Mackintosh (right) at his booth for GDX Group Dynamix.



From left to right, Christy Matheson, Phyllis Durbin, and Mike Love

of AtWork Solutions.



Rebecca Bales discusses what ODYSSEY can do for your company.



Standing room only for Clare Davis' education session about M-Link's capabilities.



Bill Mallory selling Centra Software.



Annette Hand at the M-Link Technologies booth addresses some members.



Jonathan Hanold pauses for a photo at the Eagle's Flight exhibit.



Susan leads an experiential learning activity at the Eagle's Flight educational session.



Crayton Davidson, Consultant with MarketQuiz.



A crowd around the University of Phoenix table.



Shahzad Nathani represents Enterprise Solutions a division of Lockheed Martin.



Gayle Cotton, Circles of Excellence, at her booth.



Mary Carey (left) and Danielle Sheets (right) from SMU, Cox School of Business.



Victor Levy (left) and Doug Upchurch (right) sport colorful lei's at the Insights Austin exhibit.



Vicky Ulrich for Booher Consultants (left) and Dottie Stowe (center) & Cheryl Owens (right) for Embassy Suites.



Tracy Gibson explains CPS training at eInstruction.



James Adams and Elaine Weeman conduct an educational session for Change@work.



Some new members are recognized at the luncheon.



Guests are recognized.

Volunteers are recognized.



Christy Matheson calls for articles for the e-newsletter.



Bob Livingston announces the slate of officers' nominees for 2002.



Susan Brookshire introduces the guest speaker.



Harvi Singh shares his knowledge of "Blended Learning" with the membership.

Member Services

Program	Service/Purpose	Contact Information
General Information	To register for meetings, leave a message for the chapter administrator, notify us of address changes, and receive information about chapter programs.	Dallas ASTD Office 972.755.0956 info@dallasastd.org http://www.dallasastd.org
Advertising in our Newsletter	You may place ads in our monthly newsletter. Contact us to learn about rates.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Ambassador / Newcomer Program	If you would like to help welcome new members or would like someone to help you make the best of Dallas ASTD, this is for you!	Deborah Avrin 972-991-4737 ext. 350 avrin@wans.net
Awards	The Chapter sponsors awards for all chapter volunteers, as well as several awards to recognize outstanding	Bob Livingston 972.437.1711 x-215 livstone@earthlink.net

	achievement in training and development. Awards are presented at the December monthly meeting.	
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.	Carly Lamb 972.668.0676 carlylamb@yahoo.com
Directory	Available on the Chapter website in the next few months. 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 Listings	Cost to list a job is \$50 for four weeks. View the job list on our website: http://www.dallasastd.org .	Dallas ASTD Office 972.755.0956 info@dallasastd.org
JobNet	A job search support group that meets before each monthly meeting from 4:30 - 5:30 p.m.	Doug Caldwell 1.800.510.3973 Ext. 89845 astdjobnet@aol.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		
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	Held the third Tuesday of	Dallas ASTD Office

Meetings	each month to provide professional development and networking opportunities.	972.755.0956 info@dallasastd.org
Newsletter Perspectives	Published monthly; contains information about chapter programs and events, and educational articles.	Christy Matheson 469-374-0900 cmatheson@atwork-solutions.com
Orientation	Provides information about all chapter benefits. Offered at 5:30 p.m. for 30 minutes before each monthly meeting.	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.	Bob Livingston 972.437.1711 x-215 livstone@earthlink.net
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 chapter meeting from 4:30 to 5:30.	Allen Barraclough 817.442.1698 abear727@aol.com Misty Shatto 817.274.9473 mistyshatto@aol.com
Facilitate	To enhance the skills	Rex Fithian

With Style	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.at the offices of Peak Performance Solutions at 5001 LBJ Freeway, Suite 700, Heritage Square, (next door to the Hilton) Dallas, TX 75244, 972.715.2678.	972.474.2494 rex@traintosell.com Mary Anne Wihbey
Learning Technology	To provide an opportunity for members to learn about new and emerging learning technology. Meets directly after the chapter meeting (except December) at location of chapter meeting.	Bill Brandon 888.817.7393 bbrandon@bigplanet.com
Organizational Performance Improvement	To review articles and issues, and discuss organizational vision development to improve performance. Meetings are held before each monthly chapter meeting from 4:30 to 5:30.	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



October				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3 Facilitate With Style SIG	4	5
8	9	10	11 Meeting reservations due	12 November newsletter submissions due
15	16 OPI SIG Chapter Meeting Lrn. Tech. SIG	17	18	19
22	23	24	25	26
29	30	31 Halloween		

Advertising

Advertisers may contact the Chapter Manager, John Swinburn, or the Chapter Administrator, Janine Bethscheider, at 972.755.0956 or by e-mail at info@dallasastd.org. **The deadline for advertisements is listed on the Chapter Calendar.**

All advertisements must be provided in the form of JPEG or GIF electronic files (for the PC) at 72 dpi or better. All advertisements must adhere to the following sizes:

Size (W x H)	Number of Issues				
	1	3	6	9	12
2.25" x 2.25"	\$24	\$67	\$127	\$180	\$225

2.25" x 4.75"	\$48	\$135	\$255	\$360	\$450
2.25" x 9.75"	\$95	\$270	\$510	\$720	\$900

Dallas Chapter ASTD 2001 Leadership Team

<p>President/Chairman</p> <p><i>Sharon Weisberger</i> 972-818-1199 sharonw@airmail.net</p>	<p>Director</p> <p><i>Teresa Smith</i> 972-496-6685 seantsm@home.net</p>	<p>VP Member Services</p> <p><i>Deborah Avrin</i> 972-991-4737 ext. 350 avrin@wans.net</p>
<p>Director</p> <p><i>Marie Beck</i> 972-401-8145 marieb@personneldecisions.com</p>	<p>President-Elect</p> <p><i>Bob Livingston</i> 972-437-1711 x-215 livestone@earthlink.net</p>	<p>VP SIG's</p> <p><i>Scott Airitam</i> 972-475-3964 Scott.airitam@osar.com</p>
<p>Director</p> <p><i>Bill Lee</i> 817-963-3501 bill.lee@aa.com</p>	<p>VP Communications</p> <p><i>Christy Matheson</i> 469-374-0900 ext. 3 cmatheson@atwork-solutions.com</p>	<p>VP Career Development</p> <p><i>Holli Simmons</i> 817-835-3773 holli_simmons@AFCC.com</p>
<p>VP Finance</p> <p><i>Bill Hollomon</i> 972-987-6591 bill.hollomon@ricoh-usa.com</p>	<p>VP Marketing</p> <p><i>Jana West</i> 972-583-1655 jana.west@ericsson.com</p>	<p>VP Programs</p> <p><i>Kim Dukes</i> 972-304-1044 kim_dukes@yahoo.com</p>
<p>VP Technology</p> <p><i>Scott Stein</i> 817-238-9104 scottcs@hotmail.com</p>	<p>Chapter Manager</p> <p><i>John Swinburn</i> 972-755-0956 John@dallasastd.org</p>	