

Perspectives

Dallas Chapter of ASTD

Membership Newsletter



July 2002

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Special Notice! The Dallas ASTD office has moved to a new location:

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

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Perspectives is published by the Dallas Chapter of ASTD, a non-profit corporation. *Perspectives* presents issues, opinions, and news of interest and value to the human resources development community. The annual subscription rate is \$12.00 for non-members.

Letters to the editor, guest contributions, and advertisers are welcome. Submissions may be sent to Joe Russo or Elaine Weeman (contact information below.) The deadline for all submissions is the **second Friday** of each month. Submissions received by the deadline will be placed in the following month's newsletter.

Please contact the Chapter Administrator at 972.755.0956 or info@dallasastd.org for information on ASTD, membership, changes in membership status (such as change of address, company name, title), receipt of *Perspectives*, or any chapter-

related issues.

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At our next meeting, Dallas ASTD Presents:

What e-Learners Are Telling Us Loud and Clear about Online Courses

with Nancy Novelli

Online learning has been around long enough now that some best practices are slowly emerging on how to create successful courses. Nancy Novelli of Waco, Texas is an experienced designer and developer of e-learning courses. Nancy regularly partners with Dr. Jim Moshinskie, the Accenture Professor of Human Performance at Baylor University. They have completed over 50 major e-learning projects and have gathered Level 1 data on what the learners liked and disliked about e-learning. From the analysis of these projects, they have devised a list of the Top 10 best practices, which she will highlight along with actual examples from the courses. If you are producing e-learning courses now or thinking about working with an e-learning vendor, these tips will help you become a better e-learning guru.



Nancy currently works as an instructional designer at Viewpoint Corporation in Roslyn Heights, New York. Her involvement with clients and subject-matter experts has yielded numerous processes and strategies which engage learners and produce successful outcomes.

This month's meeting is on:
Tuesday, July 16, 2002
at the Hilton Dallas Parkway
4801 LBJ Freeway, Dallas, TX
(NW corner of LBJ and Tollway)
Hotel Telephone: 972.661.3600
Cost: \$30 members / \$40 guests
(includes dinner)

If you plan on attending,
please register by 5 p.m. on
Thursday, July 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	4:00 - 5:30 p.m.
Consultants' SIG	4:30 - 5:30 p.m.
OEP SIG	4:30 - 5:30 p.m.
Networking and Registration	5:15 - 6:00 p.m.
Orientation	5:30 - 6:00 p.m.
Dinner	6:00 - 7:00 p.m.

Nancy and Jim delivered a workshop at the ASTD International Conference in 1998. Their project for NorthWestern Energy received the 2002 ASTD International Citation in Excellence.

Program	7:00 - 8:00 p.m.

Nancy received her BBA from Baylor University, with a major in Business Education. While at Baylor, she designed and developed courses for Accounting professors. After working on computer-based training solutions for four years, Nancy received her Master's degree in Applied Technology, Training, and Development from North Texas University. During that time, Nancy began working for Vuepoint Corporation. Nancy has also taught Multimedia Authoring at Baylor University.

Nancy is a national ASTD member and has served on the Heart of Texas ASTD board of directors, holding the office of President in 1997. Her local initiative for that year included a "Back to the Basics" notebook that featured guest speakers, group activities, and interactive learning exercises. ☺

SIG Meeting Schedule and Topics

The SIG meetings for July are listed below. The Learning Technology SIG meeting for July was canceled. The next Learning Technology SIG meeting will be held in September.

-
- | | |
|----------------------------------|--|
| July 10th
7:30-9:00 AM | Maximize your memory and eliminate "cheat sheets" in your presentations forever!
Facilitate With Style SIG
American Heart Association
7272 Greenville Avenue, Dallas, TX 75087
The nearest cross street is Walnut Hill, 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.

Special guest: Ron White of the Memory Education Institute |
| July 16th
4:30 PM | What about Pricing? A Consultant's Dilemma
Consultant's SIG
Dallas Parkway Hilton (upstairs conference room)

"I don't know what I am worth" |

"I don't know what I can get"
"I am sure of what I need, but I wonder what I want."

Allen Barraclaugh and Charleen Allen will explore distinctions between what you need and what you want, and how that relates to what you are worth. We will consider creative alternatives for maintaining your billing rate while helping your client when they don't have enough budget.

During this presentation, we will not prepare you to market, sell or negotiate. We will only concentrate on the challenges of determining and getting a reasonable price for services.

Both Allen Barraclaugh and Charleen Allen have been Directors with Motorola University and now have their own consulting businesses.

July 16
4:30 PM

Navigating Change

Presenter: Rick Wright

Organizational Effectiveness and Performance SIG (OEP)

Dallas Parkway Hilton (upstairs conference room)

Rick will help us better understand the methodology of navigating change and a related set of Assessments, Checklists, and Tools, that enable organizations, teams, and individuals to move from current results to their future desired results.

Building Your Career to Last



CAREER BUILDER WORKSHOP

Sponsored by the Career Development Committee, Dallas ASTD Chapter

DATE: Friday, July 12, 2002

TIME: 9:00 a.m. to 4:00 p.m.

LOCATION: Ericsson Training Center - Plano

COST: \$149—Members of ASTD Dallas Chapter
\$199—Non-members
\$239—Workshop PLUS Annual Membership

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Stay Ahead of the Curve

LUNCHEON & EXPO

**August 20, 2002
9:00 AM—3:00 PM
Dallas Parkway Hilton
4801 LBJ Freeway**

To Attend, Exhibit or Present, contact:



**Tel: 972.755.0956
E-mail: info@dallasastd.org
Website: www.dallasastd.org**

- Luncheon Keynote Speaker: *Ed Scannell – Games Trainers Play*
- EXPO of the Latest Products and Services
- Eight Educational Sessions by Industry Experts
- Take-Away Tools and Techniques to Use Now
- All for the Regular Price of a Luncheon Ticket!

Cooler Seminar this Summer!
Don't Miss It!

Thinking About Our Profession

by Bob Livingston, President



As I was returning from the ASTD International Conference and Exposition in New Orleans last month, I was reminded of my entry into the world of training. It was my first job in the private sector (after four years in the public sector.) It was also my first job in a management position. My role as Personnel Manager included oversight responsibility for training in the division. I spent the first six to eight weeks getting oriented to the organization and putting together my first action plan. One of the items on the plan called for basic training for managers and supervisors.



The corporate office provided me with an American Management Association course that had about eight or ten modules on the role of a manager. The videos were basically a lecture on tape, followed by a session of questions and answers. After only two sessions, both the participants and I agreed the

process hit the heights of "boring" and we did not finish the course. It was not good enough. Thus began my twenty-year journey to discover what was "good enough."

I am reminded of this event (though it happened in 1981) because I believe our profession faces a similar challenge today. It is obvious that the present and especially the future of our profession will be driven by new technology. (Please make note of the fact that VHS machines were a new technology in 1981.) I find that the majority of e-learning also falls into that category of "not good enough." They are using training techniques that we gave up on years ago. Which brings the training profession its challenge.

The internet is a great, easy, and cost-efficient method for providing information to people. However, it is far less effective when it comes to more complex skills, such as people skills or critical thinking techniques. In spite of the prediction I heard Tom Peters make at the 2001 conference that all training will eventually be Internet-based, I believe there will always be the need for face-to-face training. But we cannot take comfort in this thought. Our profession must lead the way in the transition to more effective and efficient methods of developing people in organizations.

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There are already initiatives paving the way. These pioneers have taken the first step in moving past the typical e-based offering. However, I believe the answer lies with skills and efforts within our profession. We must return learning to its rightful place as the driver of training and development, not technology. I wish to propose three steps toward meeting this goal:

1. Instructional designers must discover more effective ways to deliver material over the Internet They must step "outside of their box" and create

new methods that anticipate and are ahead of the capabilities of technology.

2. We must redefine the term "blended learning." The current definition centers on matching delivery method to learning objective. This is a "fragmented" approach that is probably more inefficient than it needs to be. I think the term should be approached, not as a matching process, but as true blending. By this I mean that we must conceptualize programs that when added up result in accomplishing our objectives. A learning objective will not be met with one program; they will be met incrementally by going through a series of programs. This will allow us to maximize the possibilities of each delivery process that we utilize.
3. George Leonard, in his book *Mastery*, spoke about using the word *practice* as a noun, as in, doctors having a practice. Members of the HRD community must adopt this perspective. We must resolve to have the courage to stay the course and use our talents to move our profession into the 21st Century while staying true to our purpose: the development of human beings in an organizational context. You must make your professional journey a "practice."

These are my thoughts. I write this article as an attempt to start a dialogue, not as an expert. Please let me know your views on the subject. Please e-mail your comments to me at blivingston@narrativelearning.com. 

Thank you to the following volunteers...

...to Mary Jo Huard for coordinating and running the monthly orientation program.

...to Regina Hunt for assisting with the Ambassador Program.

To Vicky Ulrich and Ana Zisco for helping at the guest table.

To Mack Sorrells, Anne M. Strusz , Elaine Weeman, Julia Weeman, Martha Stott and Cheryl Jensen for helping with our big mailing.

To Karen Clem for her leadership with the Career Development project.

To Anne Strusz, a new member of the Marketing group.

To Kory Kellogg for donating the reproduction of the Leadership Night flyer.

To Joe Russo for faithfully devoting many hours to the production of our on-line newsletter each month.

To newsletter contributors Richard Buse, Sandy Baumann and Elizabeth Bogard,

and our photographer, Don Simonds.

If you'd like to recognize a special volunteer, please write to Joe Russo at jrusso@zalecorp.com or Elaine Weeman at eweeman@seachangeptrs.com. 📧

Link of the Month

The Tech Republic site offers a plethora of tools for technical trainers, including many free downloads and templates. In order to access this wealth of information, you will need to fill out their membership application—but membership is FREE!

<http://www.techrepublic.com>

Send your submissions for link of the month to Joe Russo at jrusso@zalecorp.com or Elaine Weeman at eweeman@seachangeptrs.com. 📧

Using Office for Training Functions

Train the Trainer - Word Documents

By Shirley Lee

Welcome to a feature article by Shirley Lee. Each month, Shirley will supply tips for using Microsoft Office applications to improve your presentations and streamline your job. The features presented in these articles will apply primarily to Office 97 and Office 2000 users.



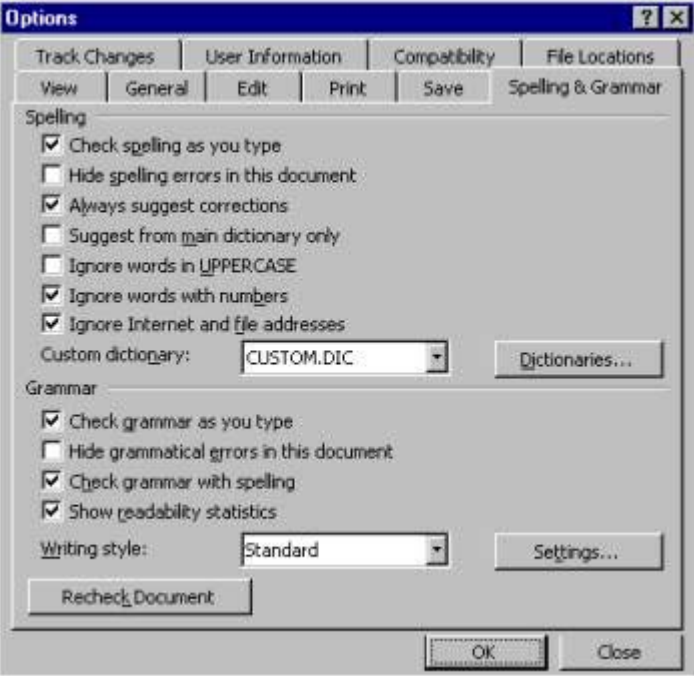
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Good instructional design not only requires correct spelling and good grammar. It also requires knowing the educational level of your audience and writing the material for that level.

Most of us already know how to take advantage of Word as a proofreader for our spelling and grammar needs. For words underscored with **RED**, we just **Right-Click** on the word to get a quick recommendation. For words or phrases underscored in **GREEN**, we **Right-Click** for grammar

suggestions. However, in addition to acting as proofreader, Word can score the readability and grade level, as well as give a word count. Word will give you readability scores based on the average number of syllables in your words and the average number of words in your sentences. You will get a Flesch Reading Ease score of up to 100 points, where the higher the points indicate the easier the document is to read and understand. You'll also see a Flesch-Kincaid Grade Level score that rates your document on the U.S. school grade level. Now that's a great proofreader and it requires very little in labor dollars!

To Turn On the Readability Statistics Function:

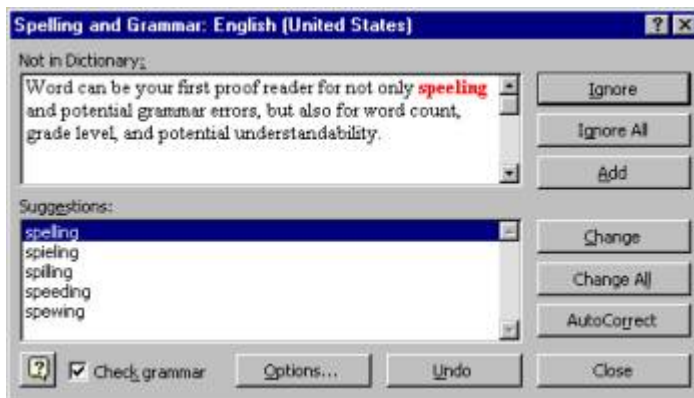
1.	From the menu bar, select Tools .
2.	Select Options from the drop-down menu.
3.	<p>When the Options window appears, select the Spelling & Grammar tab.</p> 
4.	On the Spelling & Grammar tab, insure both Check grammar with spelling and Show readability statistics are checked. Then click OK to save settings.

To Run the Readability Statistics Function:

1. From the toolbar, select the **Spelling and Grammar** button.




2. If you have potential spelling or grammar errors, the appropriate Spelling and Grammar windows will appear until all errors have been resolved by the user.
 - a. You may correct the error with the **Change** button, or
 - b. Continue without correcting the potential error using the **Ignore** button.



3. After all potential errors have been resolved, the Readability Statistics window will appear. Click **OK** to clear the window and return to the document.

Readability Statistics	
Counts	
Words	534
Characters	2648
Paragraphs	26
Sentences	37
Averages	
Sentences per Paragraph	1.7
Words per Sentence	13.4
Characters per Word	4.7
Readability	
Passive Sentences	2%
Flesch Reading Ease	64.2
Flesch-Kincaid Grade Level	7.6

Hint: For most standard documents, you will want to aim for a Flesch Reading Ease score of approximately 60 to 70 and a Flesch-Kincaid Grade Level of 7 to 8. Knowing your audience is key to what grade level score to aim for. For example, if you are writing a paper for a college professor you will aim for a higher grade level than the standard. If you are writing a procedure for your line workers, you may want a lower grade level.

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

Creative Process: Where Everybody Knows Your Name...!

By Sandy Baumann



Who doesn't want to go "Where everybody knows your name..." as the "Cheers" TV show theme lyrics state? A familiar place like that would foster great discussions—and introductions would be unnecessary. For a class or a workshop however, introductions are a great way to kick off a class and get everyone familiar with each other.




If all the participants know each other, the introduction process may be perceived as boring or, even worse, a waste of time. In cases like this, it is

often helpful to add an insight question to the introduction process. An insight question is one that encourages the participant to share their view or opinion in relation to the workshop topic. Usually the insight question prompts a response that one may not normally have expressed in the past.

Avoid the risk of having to repeat the question for every participant by using a flip chart so that participants can read the information that they are expected to share. In bullet fashion, list the information for them to share in clear, legible print. For example, your flip chart would include:

INTRODUCTIONS:

1. Name
2. Department
3. <insight question>



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Examples of insight questions include:

For Leadership training: "What makes a manager an effective leader?"

For Team Building training: "What do you believe is a crucial element in keeping a team together?"

For Time Management training: "If time were no object, I would...."

Choose your insight question carefully and ensure that it is related to the topic at hand. Remember, even when all the participants know each other, they will be delighted in their discoveries as they listen to their associate's express their thoughts and beliefs on the topic at hand.

Sandy Baumann is a Regional Development Manager with a local Fortune 500 company. With over seven years of experience, she focuses on Leadership Development and employee development solutions. ☎

Industry Trends & Training Truths

by Elizabeth K. Bogard, President, EKJ Instructional Services, Inc.



What impressed me most at the recent international ASTD conference in New Orleans was the contingency of international participants. I met ASTD members from Germany, France, England, Korea, Japan, Singapore, Australia and India. This strong showing matches the industry trend toward globalization that has been building for several years. Several other strong winds are shaping the training and development landscape:



Business demands higher educational and skills levels for job performance.

- Training is being forced to show measurable, bottom-line results.
- The shift toward broader learning solutions continues.
- Women, older workers, Asian and Hispanic workers are increasing.
- The size of training departments continues to decline.
- Utilization of outside consultants will increase.
- Electronic learning for content and information delivery will continue to grow slowly, as reliable interactive, multimedia capabilities and electronic infrastructures improve.

What do these trends mean to us? How can we respond? I believe that they reinforce a basic truth about what constitutes solid, successful training—that the learner is the single most important aspect of developing successful performance training. The learner.

Today and tomorrow-more than ever in the past-instruction must center on and around the learner. When we plan, develop, and deliver performance training, we must ask ourselves over and over who is the learner, what does the learner know/do already, what does the learner need to know/do, what does the learner think, how does the learner think, what does the learner have to learn with, what does the learner want, and what will the learner accept. Ask these questions to make your training learner-centered:

- Is the training learner-focused versus content-focused?
- Does it incorporate the learners' relevant experiences?
- Can the learner access the training easily?
- Is the training immediately useful to the learner?
- Does the learner direct the learning experience in some way?
- Is the learning organized and structured in a way that makes sense to the learner?
- Is the learner able to assimilate the amount of learning?
- Does the learner personally benefit from the training?

These questions are grounded in research-proven theory, specifically adult learning and behavioral science theory. As trends change our world, these training truths remain. Rely on them. Use them with confidence. They won't let you down, and they won't let the learner down either. 🍀

The Consultants' Corner...

Business Basics - Marketing and Advertising

by Scott Airitam, President, Leadership Systems

As our economy continues to struggle, more organizations are forced to deal with the realities of lowered revenue against the backdrop of static expenses. With buyout and severance packages being offered, more people are finding themselves out of work and having difficulty finding new employment. For a few with a certain combination of attitude, ambition, and know-how, it presents a unique opportunity to begin an entrepreneurial career path. Even as the economy heals, large companies are showing a trend of outsourcing many traditional "in-house" endeavors to small, specialized firms.

The problem that this poses for many entrepreneurs, however, is that they are pressed into service involving subject matter they have never been taught or haven't thought about in decades. Running a business means being a jack-of-all-trades or having enough initial capital to hire people to cover all trades. (Most opt for the former option.) With that being said, a trip back to the basics would be helpful. For many entrepreneurs, advertising and marketing are critical to their success. It does little good to have a superior product or service if nobody knows about it or believes in it. Of course, everyone knows word of mouth advertising is best-that is one of the few things that people outside of these disciplines do have right. After that, though, people often get the skills and desired outcomes of marketing and advertising confused. Let's walk through the basics of each, separating the functions from the ground up.

MARKETING

Marketing is so basic that its processes begin even before you have a concrete product or service to offer. True marketing begins the moment you conceive that you have a desire to sell something to someone else. It is all built upon the Five P's. This concept is so widely known and has been tested over so much time that I truly don't even know who to attribute it to. These are the Five P's:

Product: The marketing of the product begins in deciding what it is you are offering. Before you begin to put time and money into research and development of the product or service, you'd better know it will sell. What group of people needs your product or service and why do they need it? How many others will *want* your product or service? It may be obvious to you that a group needs what you are offering, but do they know they need it? If not, are they happy in their ignorance? If so, your original idea could be a hard sell. Think about how much of a necessity computers are for us today. Now, think about how hard a sell today's desktop computers would be to the secretaries and administrative assistants of the 70's and 80's. They were happy with the inefficient typewriters and hand written spreadsheets because *they didn't know* those devices were not efficient at the time.

Place: The next large set of marketing decisions center on the physical or virtual location of the product or service. Everyone has heard the marketing moniker, "Location, Location, Location." Yes, location is that important. Each person with a product or service has to consider visibility, accessibility, and the frequency of each of those things. Simply stated, your target audience is only going to put forth so much effort to get what you are offering. After exhausting so much effort, customers will begin to shift their energies to finding alternative means of getting the same thing or find ways to do without it at all. Also, familiarity brings with it credibility and trust. Most people are willing to trust what they "know" over that which they do not know. Therefore, if your service or product is in a place where it is seen often, people will be more willing to try what you are offering

than something else of which they've never heard.

Price: Obviously, the price you choose for your product or service is critical for your success. Your potential customers will be looking to see how much your rates and fees are. The first thing they will consider is whether or not they are willing to pay that much for it. They are assessing value. We've all been to places that have offered a good product or service at a reasonable price, but it just wasn't worth it because of the lack of courteous, professional service. Consumers are constantly assessing value, and that is directly related to the price. Next, people will begin to evaluate whether or not something similar is offered elsewhere at a lower price, or, perhaps, offered elsewhere at the same price with more perceived amenities (more value). Consumers are also savvy to the affects of postage and handling costs and add them to the price point, even if the company does not.

Packaging: This concept addresses the "look and feel" of the product including the logo and tag line (if there is one.) There are two types of packaging-physical and conceptual. Physical packaging is dependent upon the look of the product before it is ever purchased. It deals with the tangible-what is seen, smelled, heard, felt, etc. The packaging needs to be able to do its job throughout the shelf life of the product-and perhaps beyond. A great example of this type of packaging is USA Today newspaper. Its design is serious in nature, but conversational and relaxed. Just by looking at it with its colors, white space, fonts, and cartoons, it conveys an attitude of "we don't take ourselves too seriously-maybe just seriously enough." It's headlines and content reveal that it does take the news seriously, though. When it was newly introduced to the market, it was unique and set itself apart from all other traditional newspapers. Another, more generic example of creative packaging is butter and margarine containers or "tubs" as they are sometimes called. Functionally, they are designed to be a capable container for the butter or margarine (the real product being sold) and a convenient dispenser; however, they often serve as containers for other things afterward (food, plants, etc.) All the while the extended shelf live of the package, which is carrying the product logo, is a constant reminder to the consumer as to what brand to purchase next time. People used to do the same thing with jelly jars. Ford, however, through advertising, has packaged its products conceptually. Because of the advertising, when you see a Ford truck now, you are supposed to get the feeling that it is somehow tougher than other trucks that are made.

Promotion: This final "P" of marketing is purely customer focused. How does the customer know about the product or service and all of its good qualities? For example, some companies do not let their employees enter bars if they have on a company logo or uniform. Why is that? In most cases, it is because the company image is tied up in that logo and the risk of unfavorable promotion regarding that logo

tends to increase with alcohol. That is only part of the promotion story. It is under promotion that advertising falls.

ADVERTISING

This is the area that quite a bit of people venture into, thinking that they are simply marketing. According to *Contemporary Advertising*, by Bovee and Arens, the definition of advertising is, "... the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media." This includes, radio, television, billboard, magazine, newspaper, banner and infomercial forms of advertising as well as various others. Advertising fits into the toolkit that marketing uses to complete its job, but it also serves other purposes, as well. Advertising is a form of mass communication and education, it stimulates competition between organizations for the same customer dollars and can either increase or decrease price sensitivity. It magnifies or diminishes individual and social concerns. Also, it is a reflection of society and its perceived needs, wants and desires while communicating just what is out there for us to consume. Advertising is a discipline unto itself with as many variables to contend with as accounting or engineering-maybe more.

Good advertisements are going to contain three characteristics according to Wells, Burnett, and Moriarty in *Advertising, Principles and Practice*. These are strategy, creativity, and execution. For strategy, the ad must be targeted at a certain audience, have specific objectives, have a well delivered message that addresses the audience's most pressing concerns, and the ad must be seen or heard at the right times for that audience. As far as creativity goes, the ad will get your audience's attention and stick in their minds so that your organization's name, product, service, or idea is remembered at the times when individuals in your audience are ready to spend their money in that direction. Lastly, execution is important because knowing *what* is said and *how* it is said are often of equal importance. The details and techniques used must be sound and effective for the audience that you've targeted.

As more and more people find themselves drawing upon the disciplines of marketing and advertising, it will mean more clutter that we will be exposed to on a daily basis. With that as a backdrop, only the best marketing will be effective marketing-the rest will be tuned out. It is imperative that organizations-especially small ones-do their due diligence when it comes to how they spend their limited marketing and advertising dollars.

If you're interested in contributing to The Consultants' Corner, please forward your questions or articles to Elaine Weeman at eweeman@seachangeptrs.com. We appreciate your perspective! 💰

Ask the Trainer...

with Richard Buse



his month's question is: "*What do you do you to aid your own professional development?*"



Mary Anne Wihbey replies: "One of the things I do to aid in my own development is surround myself with strong professionals in their areas of expertise." Mary Anne has been motivating people to improve their skills for 22 years. She has an extensive network of training and organizational development professionals and regularly taps their expertise to help her meet any challenges that arise. Mary Anne also says she shares clients with others in her network, since not everyone can be an expert in every area. Lastly, she attends professional meetings such as Dallas ASTD. The meetings are a great opportunity to hear new ideas and new perspectives on topics that impact our profession.

Scott Stein replies: "I scan and read several journals a month, including *T&D*, *Presentations*, *Online Learning*, *e-Learning*, *KMWorld*, as well as several technical (computer) journals." Scott also reads, on average, one training book a month. Most recently, he completed reading *Training on the Job* by Diane Walter. According to Scott, this book is extremely helpful for anyone who delivers training on technical subjects, works with SME's who are delivering training, or is creating an OJT program. Scott also finds that many trainers are willing to share their expertise and he keeps current by staying in touch via e-mail. Finally, Scott stays abreast of professional development offerings by universities and other organizations and is always looking to gain new skills and continuously improve his existing skills.

Our question for next month is:

"What do you do to keep training sessions fun and interactive?"

Please send your responses to Richard Buse at busewrites@aol.com.

Richard Buse is an independent writer/consultant. He focuses on helping organizations develop communications materials, including training manuals and workbooks. ☛

SnapShots from the June meeting...

photos courtesy of Don Simonds

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



Marie Snidow leads the JobNet session.



Doug Caldwell leads the OEPI SIG for the session entitled "What Did Cadillac Do About a 54% Drop in Sales from 1978-2000?"



Doug Caldwell shows 'em the money!



Patricia Mejia leads a mini-session entitled "After Action Review."



Richard Jarvis checks out the sponsor's table.



Jim Davidson describes what The Career Control Group offers.



Maxine Sumpter and Becky Bales greet guests at the registration table.



Carl Youngberg entertains new members at orientation.



Guests are welcomed to the meeting.



New members are welcomed.



Ernie Armstrong wins the "Guest of the Month" drawing.



Ann Lovett Baird presents "On Your Mark, Get Set ... Learning! Fast and Easy Learning Design"



Ann's presentation included group brainstorming activities.



Individual table groups brainstormed and shared ideas.



Amie congratulates Ann on an excellent presentation.

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!	Rebecca Bales 214.358.1000 rebecca@odysseysi.com
Awards	The Chapter sponsors awards for all chapter volunteers, as well as several awards to recognize outstanding achievement in training and development. Awards are presented at the December monthly meeting.	Kim Dukes 972.304.1044 kim_dukes@yahoo.com
Career Builders	A career development service that allows you to assess your competencies in training and development with a proven assessment instrument, and speak to an advisor for personal assistance with your career decisions.	Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com
Member Directory	Available on the Chapter website. Contains contact information for each member, along with general information about Dallas ASTD and ASTD National.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Job Search Services		
Job Postings	There is no cost to post a job on our website. Contact the Dallas ASTD 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).	Marie Snidow 214-368-4821 msnidow@yahoo.com
JobNet	A job search support	Jan Moorman

	group that meets before each monthly meeting; see meeting schedule for times.	214.352.8622 janmoorman_2000@yahoo.com
ResumExpress	Members submit resumes on computer disk or through e-mail. Employers receive resumes through e-mail or fax (free.)	Mia Bradley 972.915.2495 mia_bradley@merck.com
Mailing List	Available to rent if you have a training-related service or product to advertise.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Monthly Meetings	Held the third Tuesday of each month to provide professional development and networking opportunities.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Newsletter Perspectives	Published monthly; contains information about chapter programs and events, and educational articles.	Elaine Weeman 972.869.0304 eweeman@seachangeptrs.com
Orientation	Provides information about all chapter benefits. Offered before each monthly meeting; see meeting schedule for times.	Mary Jo Huard 972.315.0916
Professional Development Seminars	Dallas ASTD offers a variety of half-day and full-day seminars throughout the year.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
Human Performance Technology (HPT) Certificate Program	In partnership with Dallas ASTD, the University of Texas at Dallas offers this certification in six weekend seminars.	For more information, visit http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm (do not include the hyphen)
Scholarship	The Ann Bankhead Jacobson scholarship is awarded each December	Kim Dukes 972.304.1044 kim_dukes@yahoo.com

	to a student pursuing a graduate degree in training or a human resource specialization.	
Special Interest Groups		
Consultants'	To provide an environment that promotes excellence in professional development, an increased awareness of our various skills and a spirit of networking. Meetings are held before each monthly meeting; see meeting schedule for times.	Allen Barraclough 817.442.1698 abear727@aol.com
Facilitate With Style	To enhance the skills needed to create, deliver and facilitate the adult learning process. Monthly meetings will be held on the first Wednesday of each month, (except in January which will be on Friday) from 7:30 to 9:00 a.m. Contact the SIG leaders for locations.	Patricia Mejia 214-706-1853 patricia.mejia@heart.org Mary Anne Wihbey 972-715-2678 webekool2@aol.com
Learning Technology	To provide an opportunity for members to learn about new and emerging learning technology. Meets directly after the chapter meeting (except December) at location of chapter meeting. See meeting schedule for times.	Bill Brandon 888.817.7393 bbrandon@bigplanet.com
Organizational Effectiveness and Performance	To review articles and issues, and discuss organizational vision development to improve performance. Meetings are held before each	Carl Schwab 972.393.5568 cmschwab@gte.net Dwight Davis 972.729.3048

	monthly meeting; see meeting schedule for times.	Dwight.Davis.1@wcom.com
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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
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Dallas ASTD Calendar

July 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3 Facilitate With Style SIG	4	5
8 Leadership Night	9	10	11 Meeting reservations due	12 August newsletter submissions due
15	16 Consultants' SIG JobNet OEP SIG Chapter Meeting	17	18	19
22	23	24	25	26
29	30	31		

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Advertising

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

All advertisements must be provided in the form of JPEG, TIFF, or GIF electronic files (for the PC) at 72 dpi or better. Advertising rates and sizes are shown below. Click on the name in the "Size" column to see a sample (it will open in a separate window.)

Size	(W x H)	Number of Issues				
		1	3	6	9	12
"1/4 column"	2.25" x 2.5"	\$30	\$75	\$120	\$162	\$180
"1/2 column"	2.25" x 4.875"	\$75	\$210	\$390	\$558	\$720
"Full column"	2.25" x 9.75"	\$110	\$315	\$600	\$855	\$1080

Dallas Chapter ASTD 2002 Leadership Team

	<p>President/Chairman <i>Bob Livingston</i> 214.236.6826 blivingston@narrativelearning.com</p>		<p>President-Elect <i>Kim Dukes</i> 972.304.1044 kim_dukes@yahoo.com</p>
	<p>Director <i>Marie Beck, Ph.D.</i> 972.401.8145 marieb@personneldecisions.com</p>	photo unavailable	<p>Director <i>Judith Wilson</i> 972.509.2022 judith.a.wilson@communitycredit.org</p>
	<p>Director <i>Sharon Weisberger</i> 972.818.1199 sharonw@airmail.net</p>		<p>VP Career Development <i>Jan Moorman</i> 214.352.8622 janmoorman_2000@yahoo.com</p>
	VP Communications		VP Finance

	<p><i>Elaine Weeman</i> 972.869.0304 eweeman@seachangeptrs.com</p>		<p><i>David Wilmot</i> 214.209.0418 david.wilmot@bankofamerica.com</p>
	<p>VP Marketing <i>Elizabeth Bogard</i> 214.542.2192 ekjco@wt.net</p>		<p>VP Member Services <i>Rebecca Bales</i> 214.358.1000 rebecca@odysseysi.com</p>
	<p>VP Programs <i>Deborah Avrin</i> 972.991.4737 ext. 350 avrin@wans.net</p>		<p>VP SIG's <i>Patricia Mejia</i> 214.706.1853 patricia.mejia@heart.org</p>
	<p>VP Technology <i>Scott Stein</i> 817.238.9104 scottcs@hotmail.com</p>		<p>Chapter Manager <i>John Swinburn</i> 972.755.0956 John@dallasastd.org</p>