

Perspectives

Dallas Chapter of ASTD

Membership Newsletter

September 2002

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.

Other Versions
> Show All Articles (HTML)
> Printable (PDF)

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

VP of Communication: Elaine Weeman eweeman@seachangeptrs.com 972.869.0304
Editor/Designer: Joe Russo jrusso@zalecorp.com 972.580.5379

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At our next meeting, Dallas ASTD Presents:

Why Won't Our Employees Be Accountable?

with Keith Ayers



Accountability has become one of the biggest issues facing business today. Why won't people accept responsibility for what they do," asks September ASTD speaker Keith Ayers. Keith notes that accountable employees are open to learning, to use their creativity and initiative to think of ways they can improve their performance, look for ways in which they can expand their jobs to do more... and they are proud of what they do.

Employees who are not accountable focus on doing everything by the book says Keith.

This month's meeting is on:
Tuesday, September 17, 2002
at the Hilton Dallas Parkway
4801 LBJ Freeway, Dallas, TX
(NW corner of LBJ and Tollway)
Hotel Telephone: 972.661.3600

They know that if they stick to the rules and do exactly as they are told, they can't get into too much trouble. And if they do get into trouble, it won't be their fault! According to Keith, Enron and WorldCom provide good examples of this "heads in the sand" behavior.

The bottom line is that accountable employees are more productive, they stay longer and they create higher levels of customer satisfaction and loyalty... provided they are allowed to be accountable.

If accountability by your staff is one of the issues you face in the delivery of learning, then the message from Keith will be refreshing. With participants not showing up for workshops, or doing the prep work, learning accountability is a major concern in today's training areas. Since so many of us also work with international workforces and organizations, his Australian background will be enlightening as he looks at differing cultural responses to his topic.

Keith moved to the United States in August of 2001 in response to the popularity of his Transforming Organizational Culture seminars. The seminar is a two-day event that focuses on the renewal of company structure. His workshop provides critical insight into the cornerstones of the Management and Team Development processes: self awareness, trust, distributive learning and leadership, and accountability.

As a result of attending this session, you will learn:

- What kind of organizational culture is necessary to attract and retain accountable people
- What the key factors are in creating that culture
- How to identify what you need to change
- What people should be accountable for
- How to be a catalyst for transforming your organization's culture

Keith Ayers is an internationally recognized

Cost: \$30 members / \$40 guests
(includes dinner)

If you plan on attending, please register by 5 p.m. on **Thursday, September 12.**

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.
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.

consultant to business, industry, government, and non-profit organizations. As the founder of Integro Learning of Australia, Keith applies his 24 years of experience working with senior management teams in the areas of executive team development and leadership.

Of particular interest to ASTD members is Keith's assertion that "training events" don't produce significant and lasting results. To improve the outcome, Keith's company developed a process-driven approach incorporating organizational assessments, individual assessments, learning measurements, and application projects that has proven to obtain lasting results.

In addition to consulting with senior executive teams, Keith writes a monthly management column for an Australian business magazine and speaks at conferences worldwide. ☎

SIG Meeting Schedule and Topics

September 6th
7:30-9:00 AM

How to Effectively Facilitate a Teleconference

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.

Note:

this meeting will be held on a Friday due to the Labor Day holiday.

As many companies today are cutting travel costs, more meetings are being held via the telephone with Teleconferencing and Video Conferencing tools. Join us this month as we specifically address issues that will help you:

- Keep your meetings interesting
- Manage the participation
- Address the challenges
- Maintain your competitive edge

We will follow up in October by specifically addressing the challenges and advantages of video conferencing.

There is no charge for attendance, but donations are welcome for refreshments.

Congratulations and Upcoming Expectations

by Bob Livingston, President



Summer's over! Hopefully you had a chance to take part in the activities that were available throughout the summer. If not, don't despair. There are some great programs coming up the rest of the year.

We will continue to offer great speakers at our monthly meetings. In addition, we will have our second annual Basic Training Day. This is a day of education dealing with basic concepts and practices for trainers. Last year's attendees found the sessions useful whether they were new to the industry or veterans. If you are interested in being on the committee or being a presenter, contact Rebecca Bales, VP of Member Services.



Do you want a proven way to motivate your sales team, and give them the confidence that will help them make more calls and close more deals? Then call Peak Performance Solutions to get your Sales Reps off to a fast start and make 2002 your best year yet!

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Also, Bill Wilson will return in November to present a one-day workshop on accelerated learning techniques. You will remember Bill from our May monthly meeting when he explained the basic concepts of accelerated learning. Back by popular request, Bill will show participants how to utilize accelerated learning in the classroom.

→ ←

Congratulations to the Marketing Committee, led by Elizabeth Bogart, for the great work they did in organizing, promoting, and delivering this year's vendor fair. This required an all-out effort from all of the vendor fair volunteers.

→ ←

Congratulations to Bill Lee for being appointed as Chairman of this year's ASTD TechKnowledge 2003. This is an international conference of ASTD that will be held on January 27-30, 2003 in Orlando, Florida. Bill served as a Director on the Dallas Chapter Board of Directors in 2000 and 2001. For more information on the conference, check the ASTD website at www.astd.org.

→ ←

The Succession Committee, under the direction of Kim Dukes, President-Elect, has completed their work. The nominations for the Board of Directors and the Leadership Team can be reviewed on our website. The current Board of Directors has approved the nominations. The last step of the process belongs to the membership. You can let your vote count by voting on-line or at the September Monthly Meeting. Thanks to the committee for the hard work and the professionalism they brought to the job.



And last but not least, by the fall, Dallas ASTD members will be able to post resumes on our web site! With the many changes in the career development field this year, employers are looking at Dallas ASTD as a primary source for finding talent in the HRD field. 🇺🇸

Thank you to the following volunteers...

... to Loretta Reid for her help at the registration tables at the August luncheon meeting.

... to Saira Suleman and Richard Buse for helping to format newsletter articles for publication.

And for making the *Stay Ahead of the Curve Luncheon & Expo* a success for our chapter, Elizabeth K. Bogard, VP of the Marketing Team, thanks the following volunteers:

"Thank you for your participation! Together we succeed!"

Dallas ASTD Chapter Marketing Team

- Karen Clem for her dependable help in project planning and organizing and for helping at the Expo
- Grace Bradley for being the Expo monitor and coordinating logistics
- Kory Kellogg for coordinating and printing the programs and evaluations and for helping plan the event
- Mack Sorrells for support and contributions, especially on the day of the event
- Martha Stott for her excellent planning efforts

Dallas ASTD Chapter Board and Leadership Team

- Bob Livingston and all the Leadership Team members for their for continuous support and advice throughout the project

Dallas ASTD Chapter Member Event Volunteers

- Debra Avrin, monitor and luncheon coordinator
- Amy Harris, Presentation Monitor
- Kory Kellogg, Presentation Monitor
- Pamela Lee, Presentation Monitor
- Shanna Loutrel, Presentation Monitor
- Chee-Yin Lu, Expo Monitor
- Patricia Mejia, Presentation Monitor
- Maxine Sumpter, Presentation Monitor
- David Wilmot for helping Expo vendors break-down and load
- Doug Heath, GCI Promotions, Inc., for partnering with Dallas ASTD to supply tote bags
- Scott Stein, VP Technology, for web advertising
- Elaine Weeman and Joe Russo for newsletter advertising

Educational Presenters

- Rebecca Bales, Odyssey Strategies International
- Cynthia Cantu, GCE Associates
- Mary Alice Colen, Interwise
- Gayle Cotton, Circles of Excellence, Inc.
- Michael A. Hendrix, CONTINUA Consulting, Inc.
- Kory Kellogg, One2One Digital Technologies
- Nancy Parsons, CDR Assessment Group, Inc.
- Michael Pope, IMPACT Training and Development

Expo Exhibitors

- Alternative Presentation Services
- Booher Consultants
- CDR Assessment Group, Inc.
- Center for Professional Development and Training
- Circles of Excellence, Inc.
- Consulting Partners
- DBM & NETg
- Diversity Trends, LLC
- EKJ Instructional Services, Inc./ekjco
- The Evans Group

- GCE Associates
- IMPACT Training & Development
- Interwise
- Johnson Printing Service
- MLink Technologies, Inc.
- Odyssey Strategies International
- Orientation Passport
- Personnel Decisions International
- T Bar M
- TMI
- The Evans Group
- University of Phoenix Online

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 *Results Through Training* website includes a free download section that has many templates and other help for trainers. There is also an extensive listing of training and training-related sites:

<http://www.resultsthroughtraining.com/Pages/download.html>

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 - Excel Worksheets



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.





ver need to make your columns or rows in Excel larger or smaller in order to see the entire text or conserve space when printing? If your answer is yes, and you want to do this quickly, then the "best fit" feature is what you want. On the other hand, if you are not in a hurry, you can resize columns or rows one at a time or resize multiple columns or rows in groups.

Best Fit Sizing of a Column or Row:


1.	Move your mouse pointer over right side of a column heading, or the bottom edge of row heading, until the pointer changes to a double arrow. column:  row: 
2.	Double-click when the double arrow appears and the column or row will automatically resize to fit the largest entry.

Click and Drag Sizing of a Column or Row:

1.	Move your mouse pointer over right side of a column heading, or the bottom edge of row heading, until the pointer changes to a double arrow. column:  row: 
2.	Click and drag the side of the column or row in the direction of desired size (left or down for larger, right or up for smaller).

Resize Multiple Columns or Rows:

<p>Multiple columns or rows may be resized as a group by using either of the above methods. However you must first select all the columns or rows desired by using the appropriate selection method before sizing.</p> <ul style="list-style-type: none">• Select consecutive columns or rows by clicking on the first column or row then Shift-click (using the Shift key on the keyboard along with a mouse click) on the last desired column or row.• Select non-consecutive columns or rows by clicking on the first column or row then Ctrl-click (using the Ctrl key on the keyboard along with a mouse click) on each of the other desired columns or rows.

*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. *

Explore Options Beyond Quality Management

by Pawan Bairagi


Present day quality circles have assumed an unprecedented importance. Companies in quest for quality product and quality service are employing quality management (QM) seriously. But the question is: "Is QM the only key to optimization of the services/products?"



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www.one2onedigitech.com
for more information!

Companies have been using quality control in one form or another for some time. Managers believe that controlling quality circles alone can achieve more profit at a low cost. However, if we study psychology, we learn that we are basically formed of emotions and feelings, and we require positive and timely responses to those emotions and feelings. People are not altruistic by nature and their intrinsic requirements need to be met.

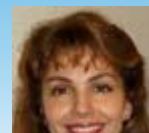
If we heed a person's vital requirements, his latent power and skills can be utilized. When one is free from unnecessary burden and pressure on the psyche, he can orient his mind toward work with ease. And it is here that hidden talents are revealed.

Management should be prepared to guide as well as orient their employees. In this respect, companies should consider application of Bairagi Management—an innovative and unique Human Resource Development system which is fully capable of producing quality employees out of quality thinking. It also enjoys a competitive edge over American and Japanese management techniques since Baragi Management is based on psycho-analysis of mind, intellect and spirit. And therefore it is a much deeper philosophy. It is also easy to grasp and implement in practice. 

Coming in the October newsletter, a more in-depth look at Bairagi Management techniques.

You may contact Pawan Bairagi at pawan_bairagi@yahoo.com.

**Creative Process:
Communication is the Key!**



The organization that can't communicate can't change, and the corporation that can't change is dead." These are the words quoted by Nido Quebein who came to America unable to speak English, with no money and no connections. As of today, this successful business leader has written a dozen books, delivered thousands of speeches, and influenced millions of people on the art of effective communication in the workplace.

Mr. Quebein is living proof that communication is a key component of success as well as organizational effectiveness. Without communication, how can you understand company goals, organizational changes, or health care benefits? Furthermore, how can you promote group action or foster positive interpersonal relationships? Years ago, in a management development seminar, the facilitator highly recommended Dale Carnegie's book *How to Win Friends & Influence People*. One of the most valuable and proven tips is that you must "talk in terms of other people's interests." Sounds easy, right?

Try the following communication activity in your next workshop, if appropriate. See if you and the participants can't help laughing out loud at your discovery that communication is more self-centered than anyone thought.

Title: Don't Focus on your "I's"

Materials: None

Approximate Time: 5 minutes

Objective: To assist in building and developing working relationships by exploring the importance of focusing on the other person.

Procedure: This activity should be preceded with a discussion on the importance of effective communication. Introduce the activity by explaining that although communication is both non-verbal and verbal, this exercise focuses on verbal communication. Discuss further that when we communicate, we might not be focusing on others as much as we should—and we may appear self-centered.

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TRAINING TOPICS


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Oral Presentations
Preparing Your Presentation
Visuals: Design and Use
Platform Tips
Thinking on Your Feet

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Group the participants into small teams or pairs. Tell them that for the next two minutes, their team may talk about any topic they choose. The only rule is that they cannot use the word "I." Write or spell out the word "I" so that it is not confused with "eye." After you have timed the discussions for two minutes, ask the group the questions below.

Discussion Questions:

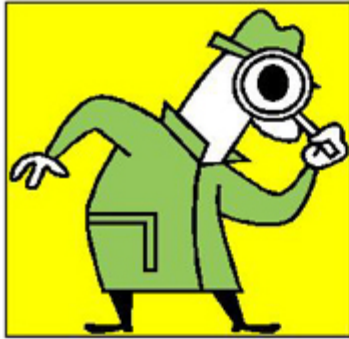
- How many of you were successful in not using the word "I" within those two minutes?
- Why do many of us find it so difficult in avoiding the use of "I" when conversing?
- Any suggestions or ideas on how we can focus on others more when communicating?
- How do you feel when listening to someone who overuses the word "I"? 🗣️

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

The Consultants' Corner...

Q: Looking for a consultant?

A: Uncover the Consultants Directory.



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www.dallasastd.org
Consultants Directory



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



T

his month's question is: *How do you make old training topics seem fresh?*

From Ellen Lee, University of Texas at Arlington:

Since I am an improv comedienne, I add a twist to training by incorporating various characters. To make a specific point, I will pick a character that best exemplifies that

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point.

For example, if I were to present sales training, I might add a character that is a fast talking, used car salesman to demonstrate the typical characteristics that may come to mind when someone mentions sales.

Incorporating games can also keep topics fresh. Instead of playing the usual games, I may inject improvisations that the audience may not expect.

As a trainer, it is important to learn continuously. By adopting this philosophy, a trainer will be able to continuously improve and keep old training topics fresh.

From Laurie Carroll, SWACHA The Electronic Payments Resource:

1. Engage the workshop participants in teaching the material. Form groups and give each group an outline of what is to be covered. Have them determine ways to present the information.
2. Mind map with coworkers to help come up with new ideas on teaching the material.
3. Once every quarter, review your training reference materials (games, energizers, active training material, etc.) and look for ways to enhance and refresh your training topics.
4. Stay informed on new training methods that have come about and evaluate them to see if they can be used to teach material you have been teaching for a long time. Subscribe to training magazines and visit

websites, such as ASTD and adult learning websites.

Ginger Shelhimer, MA, LPC, from Get A Job University, recommends:

1. Relate the training topic to a current event; make it real and relevant for the participants.
2. Find a different format or way to get participants involved. For example, if a course has typically been presented to large groups, try a small group format

instead.

Our question for next month is:

"What training techniques do you use when you have a resistant participant in your training session?"

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 August meeting...

photos courtesy of Don Simonds

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



Michael Hendrix leads a session called "Alignment of Learning Drives Individual and Organizational Performance."



Michael Pope leads a session entitled "Facilitation: Blasting Your Groups Ahead of the Curve."



Johnson Printing is represented by (from left to right) Brian, Jaime, and Tim.



Debra (left) and Donna give away a Palm Pilot courtesy of Consulting Partners.



Kimberly and Nancy offer a free assessment from CDR Assessment Group.



Tracy Brown represents Diversity Trends.



Gayle Cotton chats with Dick Dunstan at the Circles of Excellence booth.



Denise (center) explains what DBM can do.



Liz Bogard distributes info on ekjco.



Barbara Baseman represents Mlink Technologies.



Charleen's visitors ask "What exactly is an Orientation Passport?"



Skip says, "This here is 'state of the art' my friends."



Rob (left) and Reagan say "Go online at the University of Phoenix for Professional Development."



Bruce is ready to share what TMI in Grapevine can do for you.



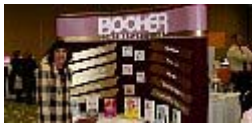
Ann is happy to tell you what PDI can do for you.



Bill Evans offers his booth mate Ann an Affinity Group.



Tracy says Interwise is the wisest choice.



Vicky greets guests with a big inviting smile at Booher Consulting.



Mary Alice Colen presents "Implementing eLearning."



Graham Edmondson leads "Stay Ahead of the Leadership Demand Curve" for GCE Associates.



Bob Livingston, President, kicks off the lunch meeting.



New members and guests are recognized.



Becky Bales, VP Member Services, announces the Consultants Directory and the upcoming Basic Training Day II.



Kimberly Brickmeyer gets the Orientation Passport.



Jennifer Terrell takes away a certificate from Johnson Printing.



Ed Scannell initiates a group activity in his presentation, "Creative Problem Solving."



The groups observe each other during the activity.



Deborah Avrin, VP Programs, presents Ed Scannell with a well-deserved "Thank You!"



Nancy Parsons speaks about "Inherent Risk Factors that Impact Leader Performance."



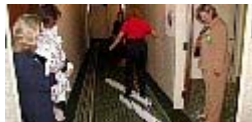
Gayle Cotton reviews "The Five Keys to Unlocking Cross-Cultural Communications."



Kory Kellogg shares tips on "Using the New Printing Technology."



Becky Bales describes "BUNGLES: An Experiential Process in Team and Leadership Development."



A cross-hall skiing demo.



Experiential learning in action.



Cellular caller said, "Wear green scarves for a surprise!" She heard, "Wear green scarf over your eyes."



Is that what they mean by "tree skirt?"

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	Rebecca Bales 214.358.1000 rebecca@odysseysi.com

help you make the best of Dallas ASTD, this is for you!

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
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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
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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
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JobNet	A job search support group that meets before each monthly meeting; see meeting schedule for times.	Jan Moorman 214.352.8622 janmoorman_2000@yahoo.com
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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
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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
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Member Directory	Available on the Chapter website. Contains contact information for each member, along with general information	Dallas ASTD Office 972.755.0956 info@dallasastd.org
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	about Dallas ASTD and ASTD National.	
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 to a student pursuing a graduate degree in training or a human resource specialization.	Kim Dukes 972.304.1044 kim_dukes@yahoo.com

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	Patricia Mejia 214-706-1853 patricia.mejia@heart.org Mary Anne Wihbey 972-715-2678 webekool2@aol.com

month, (except in January which will be on Friday) from 7:30 to 9:00 a.m. Contact the SIG leaders for locations.

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 monthly meeting; see meeting schedule for times.

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

September 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4 Facilitate With Style SIG	5	6
9	10	11	12 Meeting reservations due	13 October newsletter submissions due

16	17 Chapter Meeting	18	19	20
23	24	25	26	27
30				

Advertising Rates

Advertisers may contact the Chapter Manager, John Swinburn, or the C Administrator, Janine Bethscheider, by e-mail at info@dallasastd.org or by 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** electronic files (for the PC) at 72 dpi. Advertising rates and sizes are shown below. See below for sample advertising sizes.

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

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Sizes:

"Full column"

width: 2 ¼ inches
162 pixels

height: 9 ¾ inches
702 pixels

resolution: 72 dpi

"Half column"

width: 2 ¼ inches
162 pixels

height: 4 7/8 inches
351 pixels

resolution: 72 dpi

"Quarter column"

width: 2 ¼ inches
162 pixels

height: 2 ½ inches
180 pixels

resolution: 72 dpi

Leadership Team



President/Chairman
Bob Livingston
214.236.6826
blivingston@narrativelearning.com



President-Elect
Kim Dukes
972.304.1044
kim_dukes@yahoo.com

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