

# Perspectives

Dallas Chapter of ASTD

Membership Newsletter

December 2002

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

Other Versions (no frames)  
> 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](mailto: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:

**Our Annual Volunteer Awards Ceremony** and...

**MAKE TRAINING A SNAP!**

*with Sam Sikes, Learning Unlimited Corporation*



**A**dult learners often have sophisticated tastes when it comes to training, especially when it involves “soft skills” training. When presented with topics such as trust, communication, coaching, risk taking, and respect, many learners roll their eyes and ask if they are going to have to fall into someone’s arms or do a group hug!

This month's meeting is on:  
**Tuesday, December 10, 2002**  
at the Wyndham Dallas North Hotel  
*formerly known as the  
Hilton Dallas Parkway*  
4801 LBJ Freeway, Dallas, TX  
(NW corner of LBJ and Tollway)  
Hotel Telephone: 972.661.3600

Although the “touchy-feely” activities like trust falls do work to increase the bonds among people in a team, they are familiar to many.

In addition, many activities involving interaction that is physical in nature require a lot of space or a number of qualified facilitators. Ideally, the activities need to be “rich” enough to keep the participants curious and engaged. The activities need to be flexible enough to cover many situations and keep the focus on the learning objective.

What we will experience will be new and unique. The experience will involve mouse traps, but we won’t be throwing them or snapping people... I hope. You should expect to leave the presentation with four things:

1. Clear understanding of experienced-based training & development and how it works.
2. Three or four new activities that you can use immediately.
3. Ideas for other activities that you may use in the future.
4. A strange curiosity about how someone would think up these activities in the first place!

### Our Presenter...

**Sam Sikes** is the cofounder and Vice President of Learning Unlimited Corporation based in Tulsa, Oklahoma. He has over a decade of experience in training and development. Sam works with clients worldwide and is best known for his fun and creative facilitation style.



Sam spends most of his work time presenting workshops, facilitating team-building/leadership programs, developing new activities/products, and writing books.

Sam holds a Master's degree in Industrial/Organizational Psychology from the University of Tulsa, and a Bachelor's degree in Psychology from Texas Tech University in Lubbock. His published materials include *Feeding the Zircon Gorilla*, *Executive Marbles*, *Virtual World*, *50 Ways To Use Your Noodle*, *The Equestrian Knights Of Uma*,

**Reduced cost for  
\$20 members / \$30 guests  
(includes dinner)**


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

You may register on our website or register by e-mailing us at [info@dallasastd.org](mailto:info@dallasastd.org) or by calling us at 972.755.0956, ext.31 (for members) or ext.30 (for guests). Payments may be made by phone, at the meeting, or on our website. *No-shows will be invoiced.* Also, please tell us if you require a vegetarian meal.

### Schedule of Events

JobNet	4:00 - 4:45 p.m.
Networking and Registration	4:45 - 5:30 p.m.
Dinner & Awards Ceremony	5:30 - 7:00 p.m.
Program	7:00 - 8:00 p.m.

*50 MORE Ways To Use You Noodle, S.T.A.T.S., and Indoor Games for College Students and the Extremely Bored.*

In 2000, Sam was honored with the Karl Rohnke Creativity Award from the Association for Experiential Education (AEE) at their international conference. In 2001, Learning Unlimited was also honored with the Organization of The Year Award from AEE. 

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## **SIG Meeting Schedule and Topics**

**December 4**      **Control....but not obvious control**  
7:30 - 9:00 AM    Facilitate With Style SIG

This is one of the greatest assets a facilitator can possess. At our next SIG meeting, we will share proven techniques that help you keep control of your session. Specifically, keeping them coming back from breaks, on time, and looking forward to the next segment. These are small things that make a big difference in the success of your training class. Come share your own frustrations and successes and find techniques that work for you.

Please RSVP no later than 1:00 PM on Friday, December 1, to Mary Anne Wihbey at [mwebe@callpeaknow.com](mailto:mwebe@callpeaknow.com).

The meeting will be held at:  
American Heart Association

7272 Greenville Avenue, Dallas, TX 75087

Directions: The nearest cross street is Walnut Hill. AHA is 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.

Meetings are free to members and first-time visitors. Donations are welcome for refreshments. Guests will be asked to join ASTD upon their second visit.

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**December 10**      **Debriefing Performance and Improvement Strategies**  
4:30 PM            Organizational Effectiveness and Performance SIG (OEP)  
Wyndham Dallas North Hotel

Our themes over the past year have been focused on improving performance. In this session we will debrief each of the eight session presentations conducted this year, then

discuss and determine the effectiveness for each of the presented strategies.

## A Final Word

By Bob Livingston, President



I have recently started facilitating courses in behavioral safety in the oil industry. The participants are the workers on the drilling rigs. This is a very dangerous, high-risk industry. Each class emphasizes the fact that fatalities are prevented because the training is offered. As a result, I am reminded how important our profession really is.



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Grammar

**Interpersonal Skills**  
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Resolving Conflict  
Building Rapport  
Gender Communication

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

**Productivity and  
Communication**  
Customer Service  
Personal Productivity  
Meetings  
Course Development

**DELIVERY OPTIONS**  
In-House Workshops  
Public Workshops  
Licensing Programs  
Personal Coaching  
Books, Videos, CD-ROMs,...

This is the message I want to leave with you in my last article as President of the chapter. We provide a valuable contribution to society. Our efforts do make a difference to the people we work with. Therefore, as HRD professionals, we must continuously challenge ourselves to improve our profession. This is why ASTD exists. The Dallas Chapter provides you with a vehicle to accomplish this task.

I want to thank each and every member for their support of the chapter in 2002. In spite of a sluggish economy, the chapter was able to have a successful year. This would not have happened without a great leadership team, a committed group of volunteers, and a membership willing to support the organization.

During the month of December, I will get a chance to thank my leadership team for their many contributions. However, I would like to thank Kim Dukes publicly. I could not have survived the year without Kim, the incoming 2003 President. Throughout the year she provided support and counsel to her fellow team members as she proceeded with her own duty of forming a leadership team for 2003. I am especially indebted to Kim for her support the past three months. During my absence a great deal of the time, Kim has stepped in and done an outstanding job keeping the chapter moving forward.



**Dianna Booher**  
CEO,  
Speaker,  
and Author  
of 40 Books

The chapter will have a great President next year.

I wish each and every member of the chapter a very happy holiday. I look forward to another successful year in 2003. 🍷

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### Thank you to the following volunteers...

From Jan Moorman, VP Career Development: Special thanks to **Marie Snidow** for all her ongoing hard work spearheading the Job Postings efforts on our website. She has also given valuable feedback on the upcoming Resume Posting Site currently in development, so thank you Marie for all your hard work - we appreciate you so much!

And thanks to **Emily Hoad** for coordinating the Basics Training Day. It was a big success! Thanks, Emily, for stepping in and making the day a valuable one for all participants!

From Janine Bethscheider, Chapter Administrator: Thank you to **Loretta Reid** and **Kelly Roche** for helping out at the registration tables at November's meeting.

If you'd like to recognize a special volunteer, please write to Joe Russo at [jrusso@zalecorp.com](mailto:jrusso@zalecorp.com) or Elaine Weeman at [eweeman@seachangeptrs.com](mailto:eweeman@seachangeptrs.com). 🍷

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### Link of the Month

**T**his month's link is [www.meansbusiness.com](http://www.meansbusiness.com). This company has compiled extracts of the best-selling business books and journals. You can get a summary of an individual book or subject. Recently they have begun offering the same service for periodicals. They have unlimited access subscriptions or pay-per-title rates. Try a free search and see how it can save you time when researching a topic.

Send your submissions for link of the month to Joe Russo at [jrusso@zalecorp.com](mailto:jrusso@zalecorp.com) or Elaine Weeman at [eweeman@seachangeptrs.com](mailto:eweeman@seachangeptrs.com). 🍷

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## Using Office for Training Functions

### *Train the Trainer - Answering Member Questions*

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.*

**For this year-end article, Shirley is answering some member questions...**

#### **What software are you using to capture the information screens as shown in your ASTD articles?**

**Answer:** If you have a "Print Screen" button on your keyboard, a Windows operating system, and Paint software (usually found under **Start > Programs > Accessories**), you should be able to make clear screen captures without buying anything extra.

For easy instructions on how to create screen captures that can be used in instructional or informational documents, go directly to this URL: [http://www.geocities.com/slee\\_rightfit/Hints/Screen\\_Capture.htm](http://www.geocities.com/slee_rightfit/Hints/Screen_Capture.htm).

#### **How can I create a banner advertisement for use in publications or on the web?**

**Answer:** You can easily do this with PowerPoint. Easy instructions are located at this URL (no hyphen): [http://www.geocities.com/slee\\_rightfit/Hints/-Banner\\_Ad.htm](http://www.geocities.com/slee_rightfit/Hints/-Banner_Ad.htm).

If you wish to create the banner for advertising with ASTD Dallas Chapter, please see the "Advertising" option from the table of contents on their web site: [www.dallasastd.org](http://www.dallasastd.org).

#### **Where can I find the MS Office article on creating a table of contents in Word?**

**Answer:** An article on creating a Table of Contents in Word can be found in the archived newsletters for January and February 2002 (this was a two part series.) Use the links below:

January - <http://www.dallasastd.org/news/2002-01.pdf>.

February - <http://www.dallasastd.org/news/2002-02.pdf>.

(You must have Adobe Acrobat Reader to view these files.)



If you are looking for other articles of interest, go to the Dallas ASTD site at [www.dallasastd.org](http://www.dallasastd.org) and click on the "Search" option on the navigation bar. When the search option appears, type words that would be in the article, such as "Table of Contents". Then click on the Search button. A list of pages where those words appear will be displayed. Click on a link to open the page.

Another option is to review a list of the all the Dallas ASTD "Using Office" tips by topic at this URL (no hyphen): [http://www.geocities.com/slee\\_rightfit/-FreeOffice.htm](http://www.geocities.com/slee_rightfit/-FreeOffice.htm). When you click on the date of the Dallas ASTD article topic, it will take you to the archived issue with that article. Then you will need to scroll through the newsletter to find the article.

### **Is there an easy way to create web pages without having to pay someone to do it for me or buying special software?**

**Answer:** If you want a polished look and/or fancy graphics, the best idea may be to hire a professional to do your web design. However, if you just want to make information available, have web server access, and are comfortable uploading files, you may do some simple things yourself using the popular Microsoft Office applications of Word, Excel, PowerPoint, and Access by saving your documents as HTML files. Even if you do decide to hire a professional web designer, you may be able to save some money by doing some preliminary work yourself and then letting your designer polish it up before web publication. If you really get into doing web publishing yourself,



you will eventually want to buy a software tool designed especially to make web sites easily. These tools will give you more options and give that polished, professional look you may desire. With all the great web creation tools out there for reasonable prices, it is no longer necessary to know HTML. However, having access to someone who knows HTML can be good if you can't get a tool to create the look you want. For example, the URLs listed in the answers to the first two questions above were originally created in Word, saved as HTML, and then edited to

look better from a web browser.

Since ASTD now has many members going into business for themselves as well as corporate employees trying to communicate via the Internet and company intranets, a few web-specific Office articles will be included in the newsletter during the upcoming year. In the meantime, you can create some experimental documents and then use the menu option **File > Save As HTML** to start the HTML wizard. After the HTML file is saved, double-click on the document to open it in your web browser.

*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](http://www.geocities.com/slee_rightfit). ☺*


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## Basic Training Day

by Emily Hoad, 2002 Basic Training Committee Chair

**T**he 2nd Annual Basic Training day was held Friday, November 18 at the Sockwell Center in Plano. The power-packed training day featured sessions on evaluation principles, emotional intelligence, adult learning strategy, follow-up and more. The day featured eleven of DFW's most talented

trainers who generously donated their time to help our participants develop a strong training foundation. Our trainers included: Jay Anderson, Barbara Ashbaugh, Elizabeth Bogard, Kim Hankins, George Hendley, Mary Jo Huard, William Lee, Linda Ortman, Jeff Persaile, Pauline Shirley and Gary Rafkin.

The day would not have been possible without the time and dedication of our Basic Training Committee, which came together quickly to produce an outstanding learning opportunity for Dallas ASTD members and guests. Special thanks go to Deirdre Reishus, Session Coordinator; Pamela Lee, Facility and Food Coordinator; Jan Moorman and Chad Peterson, General Session Facilitators; and Shannon Brown and Lisa Fisher, General Session Instructional Designers. Thank you also to the following Board Members for their support: Patricia Mejia, Kim Dukes, Becky Bales and Deborah Avrin. 



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## The Consultants' Corner

### ASTD International Conference and Exposition: CLO's

by Natalie Carlson, President Austin-ASTD

**T**he focus of this article is on the qualifications to be a Chief Learning Officer (CLO). This information is a summary of a session I attended at ICE (ASTD's International Conference). As the title of CLO still is not common throughout the U.S., the description of this position fits whoever is the most senior-level training and development (T&D) person in an organization. Although most of us are not in this position, as training and development professionals it is very important to understand how executives look at this



position as we strive for credibility in our profession.

*This information is derived from a survey of approximately 80 top learning officers from around the nation.*

1. A 2000 survey shows five key factors that were considered in CLO selection:
  - a. Customer relationship management experience
  - b. General manager experience  
(as the T&D function was, at that time, considered one that should be a dollar generating function)
  - c. Professional capabilities in learning
  - d. Strategic leadership
  - e. Understanding the impact of technology
2. The 2002 survey shows a slightly different picture for the current state of affairs and challenges for CLO's and the T&D profession:
  - a. There is a lack of clarity in the definition of the CLO role
  - b. The standard of success is highly variable and the main challenge is balancing traditional T&D activities with contemporary corporate challenges
  - c. There is an inconsistent approach to the evaluation of success – do we measure the ROI on the training budget or is it better to use other business issues to measure the success of T&D?
3. In 2002 CLO's feel that they must have the following competencies:
  - a. Business knowledge
  - b. Learning expertise
  - c. Effective communication skills at ALL levels of the organization  
(from the CEO to the cleaning crew)
4. To have the most effective performance, CLO's feel that they must spend the majority of their time on the following initiatives:
  - a. Executive education and coaching
  - b. Talent management and succession planning
  - c. Change management

However, CLO's reported back that they are spending a mere 33% of their time on these activities. 66% of their time is being wasted on activities that they do not perceive add value to their role. So what takes up the remaining 66% of their time? Training administration and e-learning take 33% with the remaining 33% as generic T&D and corporate issues.

5. The three major obstacles for CLO's and T&D:
  - a. Perceived business relevance:
    - i. learning is not viewed as critical

- ii. learning doesn't fit into the business strategy
  - iii. we must build links to business and demonstrate performance
  - iv. there are unrealistic expectations of what T&D can accomplish
- b. Leveraging their capabilities
  - c. Creating truly effective learning strategies

So what can we, as T&D professionals, take away from this survey? It is very important that we tie learning strategy to strategic business objectives and that we talk the language of business professionals and don't use "T&D speak." Other 'musts' for the future include:

1. We must be financially savvy.
2. We must tie human capital strategy to the corporate strategy.
3. We must have knowledge of all areas of an organization, and not be learning-centric.
4. We must be comfortable discussing T&D issues with executives in terms they can understand and tie it into their objectives, strategy and tactics.

*All information and charts from session handout, "Coaching for Results!" #M707, The Bob Pike Group. Copyright 2001, William Mill & Associates. *

## Ask the Trainer...

with Richard Buse



**T**

his month's question is: *How do you involve or engage a participant's supervisor in the training process?*

### From Mae Frances Rowlett:

In a previous life, whenever I received a training request, I asked the supervisor what he/she wanted from an employee and I asked the employees what they wanted in the job—from themselves and their bosses. Next, I'd go into the field to "do" the job. Then, I'd draft the training objectives, outline, etc., and speak to the supervisor again ("this is what I thought I heard from you/your staff, what I observed, and this is the approach I was considering...").

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**From Laurie Carroll:**

In our business, we are very much geared toward one area. There are no variations as we follow strict guidelines because they relate to e-payments and the rules and regulations that govern them.

In the event we are doing a custom training, one designed specifically for a financial institution, we develop a program not only based on rules and regulations, but also on financial institution policy. The supervisor is key in helping us define this policy and provides input into the actual development of the program. The supervisor provides us with the information they feel the employee must know, what information we don't need to supply to the employee and how company policy ties into specific job functions.

That's short, but the best way we've found to get not only the information we need to develop a program, but also to get supervisor support and buy-in.

**Amy C. Harris recommends:**

Involving the supervisor in the training process can be one of the key factors which ensure that training transference and skill practice take place. Where possible, the supervisor should be part of the needs analysis and training objective processes in training development. I like to create post-training "Action Plans" and "Performance Tools" which actually include steps involving the supervisor and the subordinate directly. But perhaps one of the best ways to gain supervisor participation is to include them in the training program itself. When the supervisor can become a team member (not necessarily the team leader), their involvement with the other participants becomes one on an equal playing field. This can lead to setting the stage back home for skill reinforcement. If a supervisor cannot attend the training with their team, I recommend pre- and post- training coaching with the supervisor to create specific action plans. These plans should engage the supervisor and work team in regular staff meetings or day-to-day interactions.

Our question for next month is:

*"What was the most gratifying compliment you ever received from a training participant?"*

Please send your responses to Richard Buse at [busewrites@aol.com](mailto: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 November meeting...

photos courtesy of Donald Simonds

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



Carl Youngberg leads the New Member Orientation.



Members and guests network around the registration table and MLink Technologies' table.



Kim Dukes, President-Elect, makes announcements to kick off the lunch meeting.



Mark & Beth (foreground) among the guests recognized.



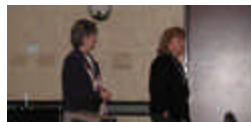
New members stand for recognition.



Doug Caldwell introduces the speaker, Debbie Simpson of Texas Instruments.



Debbie begins her presentation entitled, "How Does Your (People) Garden Grow."



Shauna Sowell joins Debbie for Q & A.



Doug presents speakers with a token of our appreciation.



From left, Deborah Avrin (VP Programs, Dallas ASTD), Amy Harris, Randall Blevins (President-Elect, Greater Atlanta Chapter) and Liz Bogard (VP Marketing, Dallas ASTD).

## 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	Rebecca Bales 214.358.1000 rebecca@odysseysi.com

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 <a href="http://www.dallasastd.org">http://www.dallasastd.org</a> (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.)	Contact Jan Moorman (above) for more information.
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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 about Dallas ASTD and ASTD National.	Dallas ASTD Office 972.755.0956 info@dallasastd.org
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Monthly Meetings	Held the third Tuesday of each month to provide	Dallas ASTD Office 972.755.0956
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	professional development and networking opportunities.	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 <a href="http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm">http://som.utdallas.edu/profdev-/CourseDescriptions/HPTProgram.htm</a> (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 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	Bill Brandon 888.817.7393

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.

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**

December 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4 Facilitate With Style SIG	5  Meeting reservations due	6
9	10  <b>Chapter Meeting</b>	11	12	13 December newsletter submissions due
16	17	18	19	20

23	24	25	26	27
30	31			

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## Advertising Rates

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

All advertisements must be provided in the form of **JPEG, GIF, TIFF, or BMP** electronic files (for the PC) at 72 dpi. Advertising rates and sizes are shown below. Scroll down for sample advertising sizes.

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

**Sample Ad Sizes:**

**"Full column"**

width: 2 1/4 inches  
162 pixels

height: 9 3/4 inches  
702 pixels

resolution: 72 dpi

**"Half column"**

width: 2 1/4 inches  
162 pixels

height: 4 7/8 inches  
351 pixels

resolution: 72 dpi

**"Quarter column"**

width: 2 1/4 inches  
162 pixels

height: 2 1/2 inches  
180 pixels

resolution: 72 dpi

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**Leadership Team**



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photo  
 unavailable

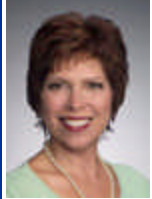
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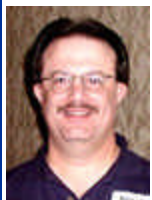
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