Perspectives

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.

Letters to the editor, guest contributions, and advertisers are welcome. Submissions may be sent to Joe Russo or Elaine Siciliano 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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>
> > Printable (PDF)

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Editor/Designer:	Joe Russo	jrusso@zalecorp.com	972.580.5379

At our next meeting, Dallas ASTD presents:

Emotional Intelligence:
Change Your Mind, Change Your Life

with Dr. Chuck Ward

Profit immediately from tactics that allow many of today's most successful leaders to think more strategically, respond more optimistically, and act more decisively than they believed possible. As we look at the two major facets of organizational life, you will discover why your Emotional Intelligence, not your Intelligence Quotient, determines your

This month's meeting is on:
Tuesday, January 21, 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
$30 members /**$40** guests
(includes dinner)

success in the strategic role you play in Human Resources Development. You will also understand why emotional health—not business skill—gives you the greatest advantage in the intensely competitive, ever-changing world of HRD.

You will learn techniques to help you:

1. Recognize how you create, manage, and maintain your emotions

2. Minimize emotional states that diminish professional achievement and strengthen emotional states that contribute to greater success

3. Identify, challenge, and replace the thoughts that make you unproductive and unhappy

4. Use specific techniques for achieving the emotional awareness, emotional control, and self-motivation that characterize today's most successful business leaders

5. Increase your ability to build supportive, empathetic relationships with others in your personal and professional life

Schedule of Events

Resume Review & Individual Career Counseling	4:00 - 4:30 p.m.
JobNet	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.
Program	7:00 - 8:00 p.m.

In 1982, Dr. Chuck Ward faced one of the greatest challenges of his life when medical doctors gave him two to four months to live. Chuck looks back on the experience as a turning point when his faith, his personal discipline, and his passion for life were tested and taken to new heights. Restored to vibrant health, Chuck holds two earned doctorates, and he speaks and writes as one of the nation's foremost authorities on communication, interpersonal relationships, leadership, self-esteem, personal development, and motivation. From Fortune 500 companies to small businesses and government agencies, audiences characterize his insightful and motivating messages as helpful, entertaining, inspiring, practical, and high in content. ℑ

SIG Meeting Schedule and Topics

January 8
7:30 - 9:00 AM

**Planning Your Goals and Objectives &
Prospecting Externally and Internally**
Facilitate With Style SIG

Location Change: Starting January 8th, North Dallas Athletic Club (NDAC) has graciously allowed us the use of their restaurant to host our 2003 meetings. They are located at the intersection of Alpha/Inwood and Alpha/Tollway. The address is 13701 North Dallas Parkway. The restaurant is located right inside the front door. If you're lucky you can find a parking spot by the entrance as the 5:30 work-out crowd heads out. Otherwise, there is a garage below.

Please note: Due to the holiday, we have moved our first meeting to January 8th, which is the second Wednesday. Otherwise, we meet the first Wednesday of each month from 7:30 to 9:00 am.

Please RSVP no later than 1:00 PM on Friday, January 3, to Mary Anne Wihbey at mwebe@callpeaknow.com.

Also, please join us for these events in the coming months:

> **February 5**: The Use of Pre-Work and Themes, and how to make for a more profitable meeting!

> **March 5**: The Culture and You: Does your image, look, dress, etc… fit the environment in which you serve?

We have great topics lined up for April 2, May 7, and June 4, and we want to hear from you. If you have any suggestions, let us know as we are willing to adjust to meet your needs.

January 21
4:30 PM

Coaching Executive Teams to Coach
Organizational Effectiveness and Performance SIG (OEP)
Wyndham Dallas North Hotel

Carl Youngberg will help us explore the world of Executive Coaching and determine strategies we can use to coach our own executives.

Leaping into 2003!

By Kim Dukes, President

H appy New Year! And welcome to the Dallas ASTD Chapter. We are dedicated to providing leadership and resources that will assist you in enhancing your work-related competencies and performance. The Dallas Leadership Team has an exciting year planned with you in mind. Our goal is to get you involved. This year we are concentrating our efforts to increase member involvement through our member services area, SIGs opportunities and monthly programs.

Special Interest Groups

We will continue to provide strong Special Interest Group meetings and topics. In addition, we will pilot new special interest programs that will offer multiple areas of focus. This will allow us the opportunity to expand in areas that may not have been on the SIG agenda, or offer further education into a monthly program of interest. These changes will allow us to increase our professional development opportunities and engage more members.

Member Services

Our chapter cannot live without you and your contribution. This year's volunteer recruitment will be more aggressive to help you meet and network with peers. We will be revamping our Ambassador program and conducting a few icebreakers at ASTD gatherings to help you become better acquainted with your colleagues.

Workshops

We will continue to provide excellent topics and speakers as part of our monthly programs. Workshops throughout the year will also be a core objective to keep you ahead of the curve. We plan to seek continuing education opportunities in the areas of e-learning, workplace trends, performance improvement and training.

Behind the scenes we will be making sure the chapter

is financially sound. With the unpredictability of our economy and daily workplace learning changes, it is important that ASTD be a stable home for all of us in order to move ahead. The chapter performed a positive return last year and we expect to do the same again this year.

We have a strong, energetic Leadership Team that is prepared to take you and ASTD to the next level. We are looking forward to your involvement and seeing you frequently in 2003.

Thank you to the following volunteers...

...Donna Layton, Loretta Reid, and Kelly Roche for helping at the December meeting registration tables.

...and to all who volunteered in 2002, a BIG thank you! Listed below are those volunteers honored at our December meeting. (See the Snapshots page for pictures of some of our fantastic volunteers!)

Natalie Alfrey	Deborah Avrin	Shirley Lee
Wayne Applebaum	Elizabeth Bailey	Bob Livingston
Linda Bassett	Rebecca Bales	Shanna Loutrel
Rich Bender	Allen Barraclough	Jay Maxwell
Frances Bright	Sandy Baumann	Patricia Mejia
Shannon Brown	Marie Beck	Jan Moorman
Gayle Cotton	Elizabeth Bogard	Mike Overby
Sam Creel	Grace Bradley	Chad Peterson
Amy Harris	Bill Brandon	Deirdre Reishus
Barbara Hoggan	Susan Brookshire	Joe Russo
Mary Holdcroft	Richard Buse	Carl Schwab
Judy Johannesen	Doug Caldwell	Pauline Shirley
Sharon Kohl	Karen Clem	Don Simonds
Ellen Lee	John Cox	Teresa Smith
Chee-Yin Lu	Clare Davis	Marie Snidow
Caryl Madison	Kim Dukes	Mack Sorrells
Linda Ortman	Lisa Fisher	Scott Stein
John Radermacher	Doug Heath	Martha Stott
Loretta Reid	Emily Hoad	Saira Suleman
Kelly Roche	Karen Hopkins	Maxine Sumpter
Carl Schwab, Jr.	Mary Jo Huard	Elaine Siciliano Weeman
Anna Strusz	Regina Hunt	Sharon Weisberger-
Tish Visinsky	Janet Kafka	Epstein
Jana West	Kory Kellogg	Mary Anne Wihbey
Kori Whitener	Amie Lay	David Wilmot
Scott Airitam	Bill Lee	Judith Wilson
Charleen Allen	Pamela Lee	Carl Youngberg

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

Link of the Month

T his month's link is www.marketing-of-training.com . This site provides online marketing strategies for training organizations. There are guided tutorials and tools, services and products that can support your marketing efforts.

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

Using MS Office for Training Functions

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.

An index is used to help readers quickly find where specific items may appear in a document. It takes a little time to mark items to be placed in a Word document index, but it is a simple task using a dialog box while scrolling through the document. Then after the items are marked, the Index can be quickly placed in the desired location using a pre-formatted style with various options. The simple instructions needed to create an index are noted below.

Mark text to place in Index:

1. Select the word or phrase to be placed in the document's Index.

2. From the menu bar, select **Insert**, then select drop-down menu option of **Index and Tables** (or for 2002, select **Insert**, then **References**, and then **Index and Tables**).

3. When the **Index and Tables** window appears, make sure the **Formats** option is set to "From Template" and then click the **Mark Entry** button.

4. When the **Mark Index Entry** window appears, the selected text should appear in the **Main Entry** field. If desired, a Subentry and Options may be applied.

Click the **Mark** button to put only the selected occurrence in the Index or click **Mark All** to place all occurrences of this text in document in the Index.

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Mark Index Entry                            [?][X]

Main entry:    columns

Subentry:

┌─Options──────────────────────────────────────┐
│  ○ Cross-reference:    See                    │
│  ◉ Current page                               │
│  ○ Page range                                 │
│     Bookmark:      [                  ▼]      │
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Page number format:    □ Bold      □ Italic

This dialog box stays open so that you can mark multiple
index entries.

      [  Mark  ]    [  Cancel  ]    [  Mark All  ]
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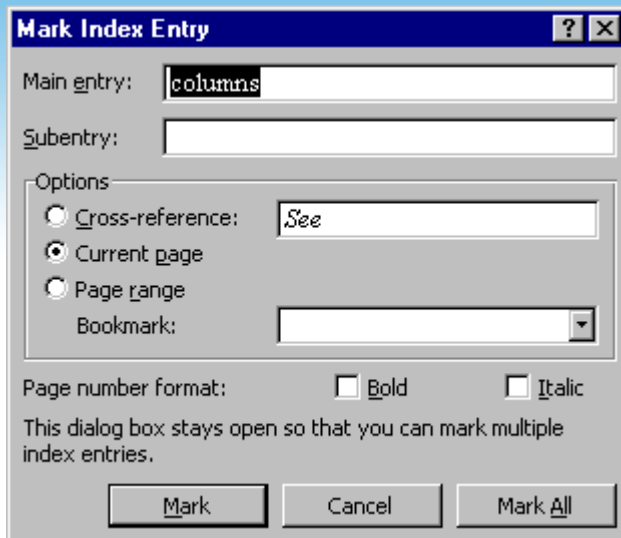
5. To mark additional text for the Index:

   a. The **Cancel** button may be selected on the **Mark Index Entry** window and steps 1-5 repeated for each selection, or

   b. The Mark Index Entry window can be left open while moving through the document and selecting other text. After the text is selected, mark the additional text by clicking in the **Main Entry** field. The text should change to that selected, then click the **Mark** or **Mark All** button to apply.

6. After the final text is selected, click the **Close** button.

Place Index in document:

1. Select the location in the document where the index should be created. Type and format the word "Index". Then add one or more lines to move to where the actual index references should begin.

2. From the menu bar, select **Insert**, then select drop-down menu option of **Index and Tables** (or for 2002, select **Insert**, then **References**, and then **Index and Tables**).

3. When the Index and Tables window appears, change the **Formats** option to the desired style. The Type options, headings, page number alignment, columns, and tab leader options may be changed as desired. An example of the selected formatting will appear in **Preview** area. Click the **OK** button when the desired formatting is completed.

Index and Tables `? X`

| Index | Table of Contents | Table of Figures | Table of Authorities |

Type
- ○ **Indented**
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Preview

A

Aristotle............................2
Asteroid belt...................*See* Jupiter
Atmosphere
  Earth

Formats:
- From template
- Classic
- Fancy
- Modern

☐ Headings for accented letters

☑ Right align page numbers

Columns: 3

Tab leader: ....

[OK] [Cancel] [Mark Entry...] [AutoMark...] [Modify...]
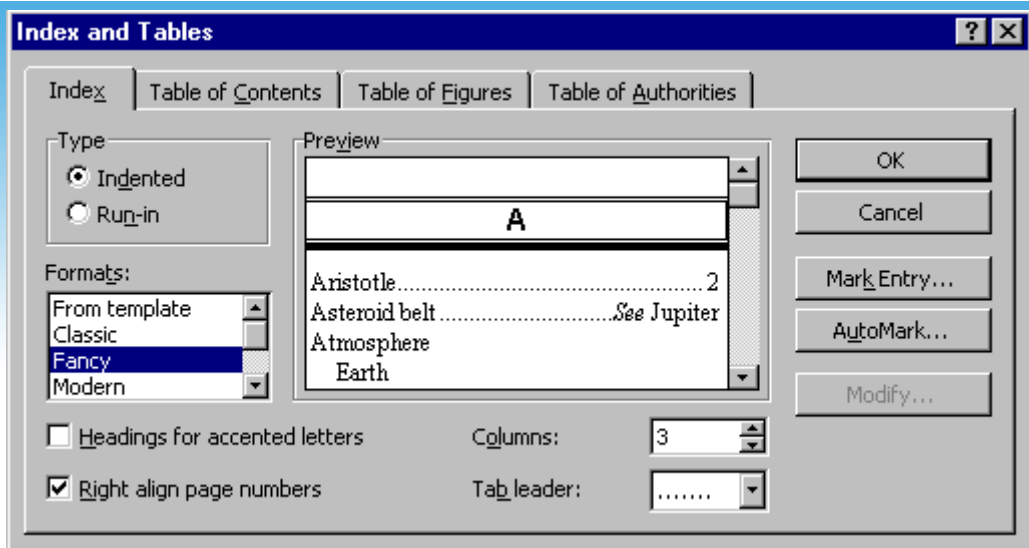
4. The Index will appear in the document in a new section, which may not look as expected if multiple columns were selected.

5. If the document shows markings and their display is not desired, click on the **Show/Hide Markings** toolbar button.

¶

6. To see how the document will look when printed, click on the **Print Preview** toolbar button.

Your print preview will be displayed:

INDEX

| C | | | N | | | S |

column.............................1, 2
columns...........................1, 2
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R

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M

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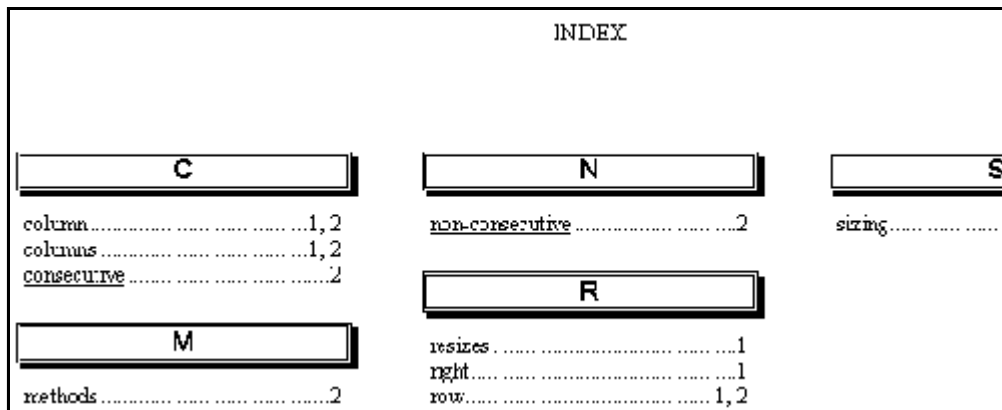
Shirley Lee is MOUS certified (Microsoft Office User Specialist). Her web site contains more PC hints and is located at this URL:
www.geocities.com/slee_rightfit. ℑ

The Consultants' Corner...

The Learner is the Single Most Important Aspect of E-learning

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

A basic truth about what constitutes solid, successful training is that the learner is the single most important aspect of development. Whether the learning event is self-directed (such as CBT) or experienced with a group in a traditional classroom setting, learning succeeds when it is focused on the learner.

Adult learners bring certain demands to the training situation. These demands are documented in adult learning research and are a prerequisite for designing solid training. Answer these questions to check your e-learning's design validity.

Does the lesson clearly communicate how the learner will personally benefit?

Do the lessons contain examples, metaphors, and

analogies that the learner can relate to?

Can the participants direct their own learning experience? That is, can they skip around to various lessons easily and quickly? Can they test out if they already know the lesson?

If the lesson teaches skills, are real-life simulations included?

Does the program respect the learner in tone and culture?

Successful e-learning should also involve the five basic senses, the premise of accelerated learning techniques:

- Attractive graphic design

- TV quality visuals and graphics

- Lesson-enhancing sound effects

- Kinesthetic involvement

- Dynamic human elements to refresh the learner

Lastly, a seamless, learner-centered e-learning experience requires interactive multimedia capabilities and reliable electronic infrastructures. As our technology improves, so will e-learning. ✵

Ask the Trainer...

with Richard Buse

T his month's question is: *"What is the most gratifying compliment you ever received from a training participant?"*

Maura Schreier-Fleming responds:

I've had several seminar participants tell me how they've applied what they learned in my seminars. Some have been able to close deals they had been working on for months. It is so gratifying to hear

that what I teach is being used successfully by others. That's what makes my work so satisfying.

Mary Anne Wihbey responds:

The most gratifying compliment I ever received was from a veteran sales person who happened to be the number one sales person for a manufacturing company for many years. We were conducting a three-day sales training course in their corporate office. All sales reps had been with the company for an average of 15 years. During one of the breaks on the second day, he came up to me and said, "Mary Anne, I don't know what you are doing, but I have never seen anything like this. Normally, you can't get these guys to sit still for one hour, never mind three days; they're coming back from breaks on time and not pretending they have all these urgent calls upstairs".

In that same seminar, another veteran of approximately 30 years approached me, and confided in me that he was not comfortable in "the approach" of doing business in the 21st century. He openly said he was used to doing business with other men that had been around just as long as he, and had no idea how to approach women in the workplace. He asked for my advice and he accepted it on everything from the handshake to appropriate conversation and transitioning the conversation to business.

Mary White responds:

I'm very blessed as I have received many gratifying compliments from participants.

"Mary made me feel I could speak without being afraid, despite my shyness."

"I thought Mary White was very entertaining and knowledgeable. She kept the seminar fun—not boring. The best instructor I've ever had when attending a conference."

Toni McNutt responds:

At the conclusion of a training course on creativity and innovation in the workplace that spanned several weeks, a participant told me that the sessions had "...opened my eyes and mind to creativity. I'm more inclined to share my ideas." He went on say that he had begun to implement a "creativity hour" with his family members (i.e., wife and three young children.) During this daily "creativity hour" all TV, stereo, and computer equipment was turned off. Drawing, playing "homemade" games, singing, and such ensued. He further related, with a bit of a wistful voice, "my son is 9 years old and I never knew how well he could draw."

In my opinion, one measure of a successful training session is whether or not I learned something from the course participants. I have since instituted a "creativity hour" with my own young son. I highly recommend it.

Shanna Loutrel responds with these written remarks offered by training

participants:

"I was expecting to participate, yet not at that level. It challenged me to be involved and participate more. It changed my behavior and the way I will look at things in the future. I couldn't imagine what you were going to cover from 8:30 to 5:30 with a working lunch. You did more than bring in my attention throughout the three days. You gave me a skill that I will be able to apply, use and refer to in the future! Thank You!"

"This program has made a tremendous difference in my style. I've used it to 'knock the stage-mom off my shoulder' and deliver truly powerful performances, both as a keynote speaker and a trainer. The techniques helped me clear the final hurdle to compete on an international level."

Mary Jo Huard responds with these written remarks offered by training participants:

"I wanted to tell you how much I enjoyed your session. I go to a dozen conferences or so each year. And I find the number of presenters who are engaging, deep in their subject matter, and can give attendees useful ideas to take back with them is a real rarity. Many of our consulting colleagues just skim the surface, or talk in platitudes for fear of giving something away for free. Your session reminded me that there are still consultants/trainers out there who are confident and knowledgeable enough to educate without having to sell. Thank you for an outstanding session and a delightful reminder."

"Just wanted to let you know I used *Six Thinking Hats* last night at a church leadership council meeting to reach a very critical decision (whether or not to move to a new location.) I briefly explained 6TH (one person had been previously exposed to it.) We started with blue hat, then white, then green, then yellow, then black, then red, and by that time the decision was clear; the vote was perfunctory and unanimous. We used blue hat to define next steps, dates & responsible parties. Thanks again for the learning."

Our question for next month is:

"*What is your biggest training focus for 2003 and why?"*

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 December meeting...

photos courtesy of Donald Simonds

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

Jan Moorman introduces Doug Caldwell to JobNet participants.

Carl Schwab debriefs 2002 strategies and 2003 plans for the OEPI SIG.

Guests browse at Learning Unlimited's table of resources.

Kim Dukes, 2003 President, starts the evening off.

Guests are recognized.

New Members are recognized.

Judith Wilson delivers Bob Livingston's (2002 President) farewell speech.

Commended Volunteers (left to right): Amy Harris, Sharon Kohl, John Radermacher, Loretta Reid.

Outstanding Volunteers (left to right): Charleen Allen, Allen Barraclough, Doug Caldwell, Clare Davis.

Outstanding Volunteers (left to right): Emily Hoad, Mary Jo Huard, Bill Lee, Shirley Lee.

Outstanding Volunteers (left to right): Jay Maxwell, Mike Overby, Deirdra Reishus, Joe Russo.

Outstanding Volunteers (left to right): Don Simonds, Mary Anne Wihbey, Carl Youngberg.

Kim Dukes, 2003 President, presents special Awards for Innovation and Service to Jan Moorman (left) and Scott Stein (right).

Outgoing 2002 Officers.

2003 Officers are sworn in.

Belinda Williams (left) wins the Guest of the Month drawing.

Suzie Lyons wins a Champaign Escape Weekend at the Wyndham.

Joe Russo wins a one-night stay at the Wyndham.

Mike Overby introduces the evening's speaker Sam Sikes of Learning Unlimited.

Sam Sikes talks about Experience Based Training.

Sam has table teams compete at stacking loaded mousetraps.

Peter stacks a record three "ginger snaps" (loaded mousetraps stacked upside

Deborah Avrin, VP Programs, presents Sam Sikes with a token of our appreciation.

down on top of one another.)

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
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	Marie Snidow 214-368-4821 msnidow@yahoo.com

	Development, then click Job Postings).	
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
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.
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
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
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 Siciliano 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	Kim Dukes 972.304.1044 kim_dukes@yahoo.com

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 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

January 2002				
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
		1	2	3
6	7	8 Facilitate With Style SIG	9	10 February newsletter submissions due
13	14	15	16 Meeting reservations due	17
20	21 **Chapter Meeting**	22	23	24
27	28	29	30	31

Advertising Rates

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 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	(W x H)	Number of Issues				

(see below)		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 ¼ inches
162 pixels

height: 9 ¾ inches
702 pixels

resolution: 72 dpi

"Half column"

width: 2 ¼ inches
162 pixels

height: 4 ⅞ 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/Chairperson *Kim Dukes* *972.304.1044* *kim_dukes@yahoo.com*		**President-Elect** *Elizabeth Bogard* *214.542.2192* *ekjco@wt.net*
	Director *Deborah Avrin* *972.991.4737 ext. 350* *avrin@wans.net*		**VP Career Development** *Jan Moorman* *214.352.8622* *janmoorman_2000@yahoo.com*
	VP Communications *Elaine Siciliano Weeman* *972.304.9060* *eweeman@seachangeptrs.com*	photo unavailable	**VP Member Services** *Charleen Allen*
photo unavailable	**VP Marketing** *Tim Wackel*		**VP SIG's** *Patricia Mejia* *214.706.1853* *patricia.mejia@heart.org*
photo unavailable	**VP Programs** *Amy Harris*	photo unavailable	**VP Technology** *Elizabeth Bailey*
	Chapter Manager *John Swinburn* *972.755.0956* *John@dallasastd.org*		