

Perspectives

Dallas Chapter of ASTD

Membership Newsletter

February 2003

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 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

VP of Communication: Elaine Siciliano Weeman	eweeman@seachangeptrs.com	972.304.9060
Editor/Designer: Joe Russo	irusso@zalecorp.com	972.580.5379

Disclaimer: The materials in *Perspectives* and on our website are for informational purposes only and by no means constitute a recommendation or endorsement. The Dallas ASTD Board of Directors, Leadership Team and production staff are not liable for individual interpretation and use of the information provided. The newsletter and website are provided to give readers and visitors a general understanding of training and development issues, not to provide specific professional advice. Before you act on any information contained in either our newsletter or our website, the chapter highly recommends consulting an expert on the subject. The chapter will not be responsible for any errors or omissions transmitted by its newsletter or website nor will it be responsible for opinions expressed by members, guest speakers, or contributors to the newsletter or website.

At our next meeting, Dallas ASTD presents:

Human Performance Technology In Action... Ask the Experts!

A Panel Discussion

Workforce performance is taking on new significance in the market place—and the key to a successful workforce is Human Performance Technology (HPT). HPT is the systematic

This month's meeting is on:
Tuesday, February 18, 2002
at the Wyndham Dallas North Hotel
formerly known as the

approach to improving productivity and competence; it is a set of methods and procedures used to create a strategy for solving problems and realizing opportunities related to the performance of employees. It is, in reality, the systematic combination of three fundamental processes: performance analysis, cause analysis, and intervention selection.

The University of Texas at Dallas Executive and Professional Development, in cooperation with the Dallas Chapter of the American Society for Training and Development, offers the Human Performance Technology Certificate. The series is offered as six weekend seminars, allowing busy professionals to complete their certificate in a year or less.

Our program for February features a panel discussion comprised of two individuals who have attended the HPT program and one whose employees participated in the program. They will discuss how they have implemented positive changes in their organizations using knowledge and skills gained in the six-step HPT program. The panel will be facilitated by Karen Hopkins, one of the original designers of the program at UTD.

Learning Objectives

1. Describe Human Performance Technology and the six steps of the HPT program
2. Provide examples of HPT in action creating value in organizations
3. Arrange for experts in HPT to answer your questions in a panel format

Panel Facilitator



Karen M. Hopkins, M.A., was one of the original program designers of the HPT program offered at UTD. She has over 20 years of training-related experience in such diverse fields as healthcare, manufacturing, software/high tech, and hospitality. She also serves

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)

If you plan on attending, please register by 5 p.m. on
Thursday, February 13.

You may register on our website 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, 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	4:30 - 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.

as senior consultant with Optimance, providing human resources, performance, and career continuation support to client companies. Hopkins' work, including original research, has been published in professional journals. She has also presented a variety of management, leadership, team building, and strategic planning programs. Her education history consists of a B.S. in Health Services Administration from The University of Texas Southwestern Medical Center at Dallas and a MA in Organization Development from The University of Texas at Dallas. Hopkins also holds earned certificates in Cytology, Risk Management, and Human Resource Management (SHRM).

Panel Members

Joe Carlisle designed the corporate university model for Fujitsu and directed their OD Department.

Diane Culwell is Director of Training with VarTec Telecom. She was one of the first students to complete the HPT Certificate Program at UTD.

Jenna Perkins is Senior Training Evaluator for Triad financial, and is also an HPT program graduate. ☎

SIG Meeting Schedule and Topics

February 5
7:30 - 9:00 AM **Using Pre-work and Themes for a More Profitable Meeting**
Facilitate With Style SIG

Location: North Dallas Athletic Club, 13701 North Dallas Parkway (Near Alpha on the west side). We meet in the restaurant. Parking available near club entrance or there is a garage below.

Cost: Donations welcome for refreshments.

Please RSVP no later than 1:00 PM on Friday, January 31, to Jphillips@callpeaknow.com or call Mary Anne Wihbey at Peak Performance Solutions for more information (972.715.2678).

Also, coming in March:

March 5: The Culture and You: Does your

image, look, dress, etc... fit the environment in which you serve?

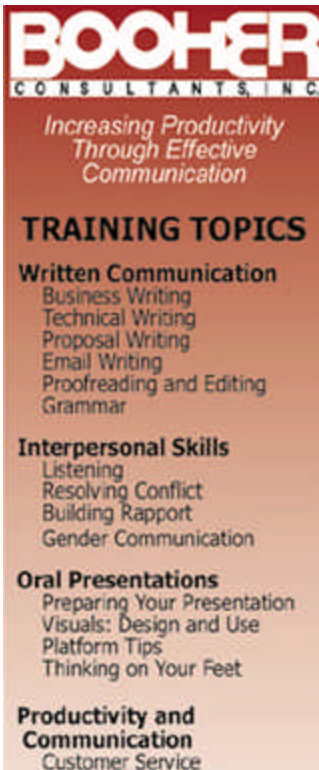
We have great topics lined up for April 2, May 7, and June 4, and we want to hear from you. If you have any suggestions, let us know as we are willing to adjust to meet your needs.

Be Involved in 2003!

By Kim Dukes, President



The key theme driving the Leadership Team this year is “Be Involved.” And that is what this year’s Leadership Team is working to do—get you involved. You are already saying to yourself “I really don’t have the time to volunteer or do things.” And yet, I bet one of your New Year’s Resolutions was to do more networking, become more involved in your professional association, or grow your career. Am I right? So the bottom line is: why be involved? What’s in it for you?



BOOHER
CONSULTANTS, INC.

*Increasing Productivity
Through Effective
Communication*

TRAINING TOPICS

Written Communication
Business Writing
Technical Writing
Proposal Writing
Email Writing
Proofreading and Editing
Grammar

Interpersonal Skills
Listening
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


Like anything else, it’s what you make of it. Everyone has their own reason for reaching out and becoming involved in any organization. The benefits of volunteering are unpredictable. They touch people in different ways and can be nice surprises. Some benefits people have mentioned that you may have experienced:

- Meeting new people
- Learning new things
- Developing new skills
- Building and cultivating relationships
- Strengthening of your confidence in your abilities

- Feeling good about contributing to something worthwhile
- Being recognized in your field of specialty

In case you were not aware, Dallas ASTD is primarily run by volunteers. Last year, we recognized over 100 people who volunteered to serve in some activity or capacity for the chapter. You can take advantage of various opportunities—from doing something small, such as working registration for one hour, to helping with larger events, such as the August Vendor Fair or SIG meetings. Volunteering is one of the best ways to increase the value of your ASTD membership. If you are interested in volunteering, please contact me or Charleen Allen, VP Member Services.


Kim Dukes: kim_dukes@yahoo.com

Charleen Allen: charleenal@orientationpassport.com 

Thank you to the following volunteers...

... **Kelly Roche**, a member of the Member Services Committee, for hosting our committee meetings at his organization, the Harvey Hotel.


... **Linda Gray, Barbara Baesmann, and Kelly Roche** for helping out at the registration tables during the January meeting.

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

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his month's link is www.tcm.com. This site provides resources for the HR and Training communities. You can use their search engine to search for articles, links, books, jobs, and much more!

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

Using Office for Training Functions

Train the Trainer - Creating a Web Page in Word

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.

A web page containing text and some graphics may be created quickly using Word and then saved as an HTML document. The best way to create web pages with Word is to use tables. Tables may be used to type text in one or multiple large cells, then graphics or additional text may be placed in other cells. Cells can be highlighted or made to look like banner text by shading the cell with a solid color. To



keep the finished web page from looking like it was created with tables, be sure all the table borders are set to **None**. If you want to edit the page in Word, then save it first as a Word document then as an HTML document.

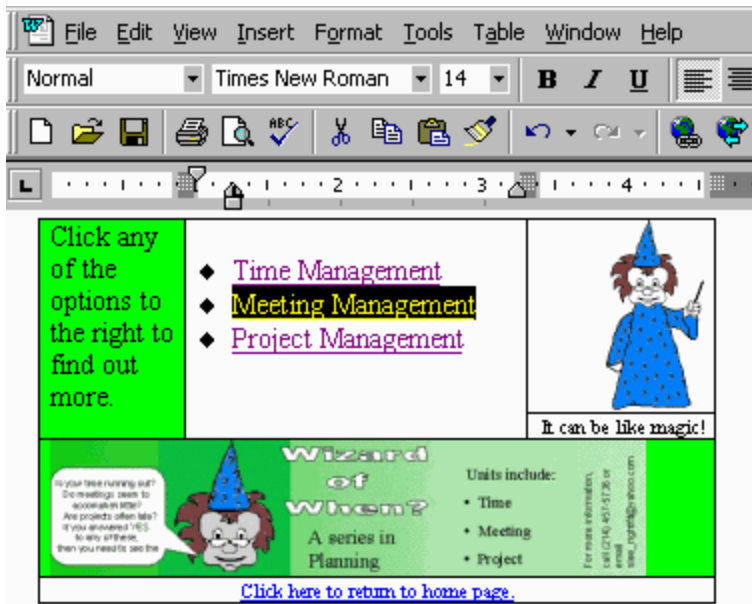
If a quick, short, text-only page without a table is desired, then consider adding a graphic image down the left side (vertical images) or across the top or bottom of the page (horizontal images.) You can add images that may already be installed on your computer, including Outlook's stationery options, typically located under the subdirectory `\Program Files\Common Files\Microsoft Shared\Stationery`. In Word, use **Insert, Picture, From File** to insert the graphic images into the document. After the image is inserted, be sure to right-click on the image and select **Format Picture**. From the Format Picture window, select the Position tab and be sure **Float Over Text** is checked. Then go to the Wrapping tab and select **Tight** and **Right** options if the image should flow down left of page. Other

graphic options to consider for web pages may be found under the \Program Files\Common Files\Microsoft Office\ClipArt subdirectory and in the HTML, Bitmap, Samples, and Web subdirectories of \Program Files\Microsoft Office\.

After creating the Word document using tables, refer to the procedures below to finish the page. (*NOTE: How to create tables was covered in the October 2002 Perspective article.*)

To create hyperlinks in Word:

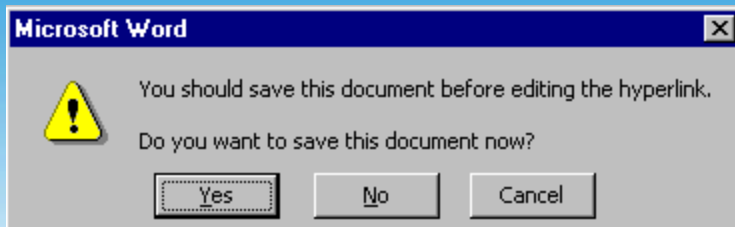
1. Select the text or image that you want to link to another web page or file location.



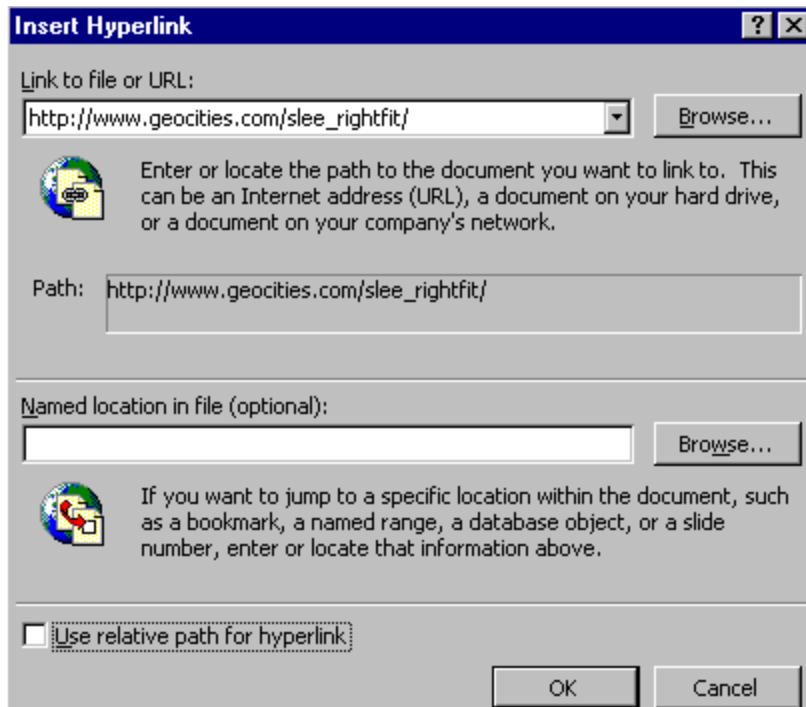
2. Click the **Insert Hyperlink** button on the Standard Toolbar.



3. If prompted to save the document by a dialog box, select **Yes** to continue with hyperlink selection or **No** to save as a Word file before continuing. It is advisable to save the document first since sometimes connection problems may close the Word document or cause the computer to lock up.



4. When the Insert Hyperlink window appears, do one of the following:
 - a. Enter the desired URL (including http:// or mailto: or ftp:// designation before the address) or if putting on an internal server enter the file location and name.
 - b. Or if the web site has been recently visited and is in browser history, it may be found from the drop down arrow
 - c. Or use the **Browse** button to search the web for URL. If using the **Browse** button, a "Link to File" window will appear. Click the **Search the Web** button to begin the web search.

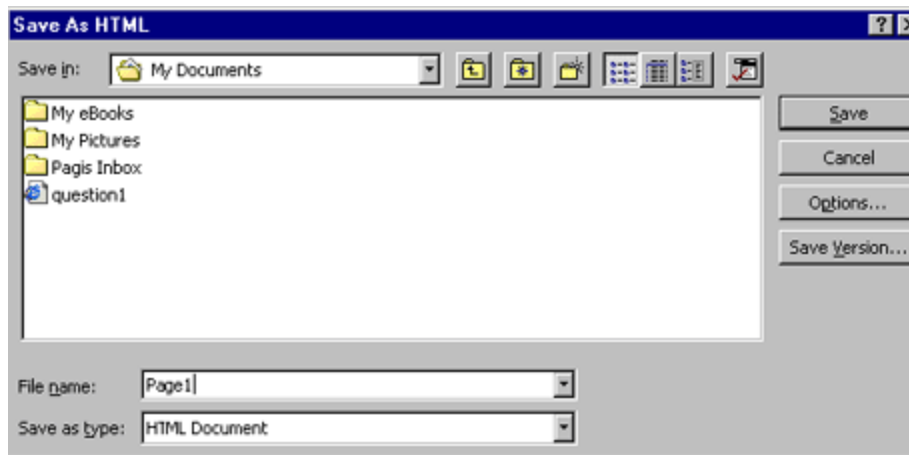


5. Repeat steps 1 through 4 above until all desired hyperlinks are created.

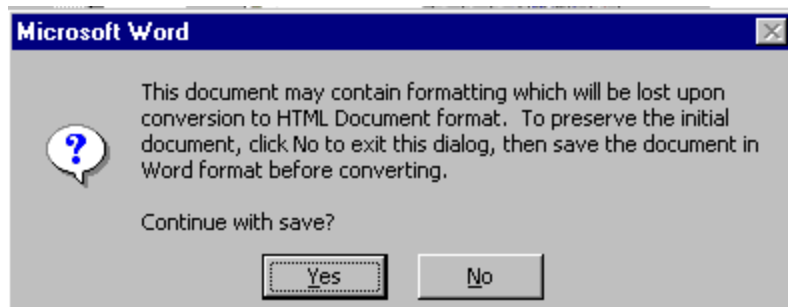
NOTE: It is recommended that you **don't** create a link to a file that is on your hard drive. Anyone trying to use that link may get an error message. Instead, move the file to a network drive or website server and then create the link. As long as the user has access to that network drive or website server, they will be able to use the link.

Convert Word DOC to HTML:

1. After finishing the Word document, select the menu option **File**, then **Save as HTML**.
2. When the HTML wizard prompts where to save the file, indicate a directory location and a file name. Then click the **Save** button.



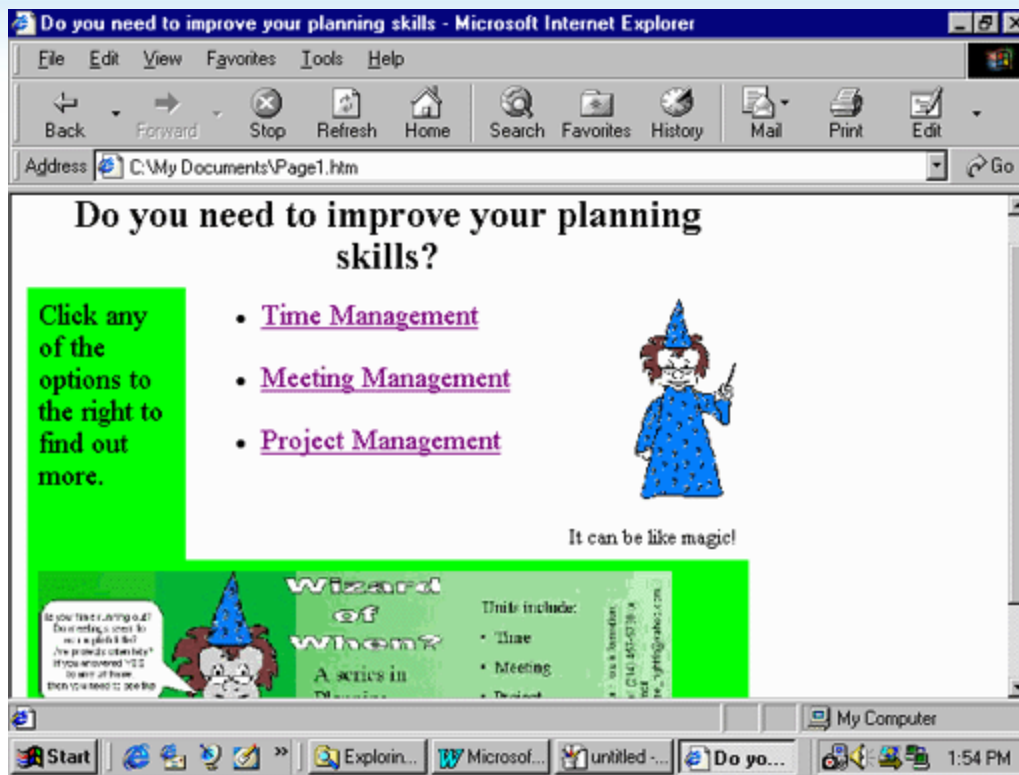
3. When warned that some formatting may be lost if not saved as Word (typically some font formats or color choices may look different), click **Yes** button to continue creating the HTML document or **No** to not create the HTML document at this time.




4. After the document is converted to HTML, Word will display what the HTML version will look like. If the HTML version is satisfactory, close Word and

upload the HTML file to your internet or intranet server. If the version is not satisfactory, edit either the HTML version or the Word document until the desired results are achieved.

5. If desired, the HTML file can be viewed through the computer's default browser before uploading to server. To do this, find the HTML file on the computer and double click it to open in 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. 

Cobwebbing: How to Maximize the Value of the Monthly Meetings

by Charleen Allen, VP Member Services



Think of a cobweb. There are intricate patterns that radiate out all

directions. Cobwebs are very strong. The connections are invaluable. Think of a cobweb as an analogy to effective networking. You need a resource, an answer to a question, or a contact. The people in your inner circle may not have the answer, but someone they know might.

When you take the opportunity to network, it is amazing how this cobweb works. Networking and getting to know your colleagues is a real opportunity for members. If you are internal professionals, you can broaden your contacts and resources beyond your organization.

Prior to the meeting, identify something you want to research. When coming to the monthly meetings with colleagues from your own organization, consider breaking up and sitting at different tables. When you get back to work, compare your results. If you are external, consider this your employee cafeteria. It is a time to meet old friends and connect. If you are in transition, use this opportunity to try to find out more information about a company. Come prepared to the monthly meetings with business cards to exchange and have fun. Get involved in a volunteer capacity so you can get to know other members better. Once you experience the power of the cobweb, networking will take on a new meaning. ☺

Ask the Trainer...

with Richard Buse



This month's question is: "*What is your biggest training focus for 2003 and why?*"

Laurie Carroll responds:

My training focus for this year is twofold. Number one, I want to increase the number of users of our online learning program, The Payments Academy Online™. The Payments Academy offers up-to-date regulations and rules training on electronic payments. Any of our members can take a course for a very low fee and they have access to the course 24 hours a day, 7 days a week. We have not had much success with enrollments in the Academy even though we have a big course selection.



The second focus will be the development of relationships with organizations that support the same financial institutions as I do. I would like to work with these organizations to co-sponsor educational sessions, via classroom workshops, teleseminars and online courses to better educate the financial community on the rules governing electronic payments. By joining with these other agencies, we have added support in many areas including marketing, name recognition and quality programming.

Maura Schreier-Fleming responds:

My focus will be using technology to enhance the delivery of my product. I'm also going to look at leveraging my time. I'll be considering teleseminars and other formats.

Shanna Loutrel submitted this response, written by Niki Flacks:

2003 poses many challenges for training. On a corporate level, we will see continued tight budgets and strategic uncertainty. On an individual level we can expect economic anxiety, time pressure and endemic skepticism.

The Bergerac company is committed to cutting through these distractions by focusing on tangible skill acquisition, exciting and gratifying enough on a personal level to energize learners. If the individual participant cannot feel completely "sold" on "what's in it for me?" there will be zero application on the job. Even though Bergerac's programs have always been learner-focused and highly interactive, 2003 will find our programs super-charged with personal gratification and visible results.

Our question for next month is:

"Please share some of your Best Practices and Successes."

(We'd like to make the sharing of best practices a regular column in our newsletter. If you are interested in becoming the author/editor of this new column, please contact Elaine Siciliano Weeman at eweeman@seachangeptrs.com.)

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

Attention Photographers and Budding Photographers!

Are you the type of person that loves to take pictures? Have you always wanted to learn how to use a digital camera—or already an expert? Well, now is the time! Dallas ASTD is looking for a **new volunteer photographer** to take pictures at our SIG meetings and monthly chapter meetings. Help us spread the word (and images) of the fun and learning that takes place at every meeting!

Volunteer requirements:

- Must be a member of Dallas ASTD
- Experience with digital cameras and digital imaging applications preferred
- Training provided as needed
- Camera provided by the chapter

Expected committment:

- Minimum 3 hours per month for chapter meeting
- 2-4 hours per month for SIG meetings (schedule varies)
- 2-3 hours per month for image download, manipulation, and upload to website

To volunteer, contact Elaine Siciliano Weeman at 972.304.9060 or eweeman@seachangeptrs.com.

Member Services

Program	Service/Purpose	Contact Information
General Information	To register for meetings, leave a message for the chapter administrator, notify us of address	Dallas ASTD Office 972.755.0956 info@dallasastd.org http://www.dallasastd.org

	changes, and receive information about chapter programs.	
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!	Charleen Allen 817.485.5395 charleenallen@charter.net
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 Development, then click Job Postings).	Marie Snidow 214-368-4821 msnidow@yahoo.com
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	Contact Jan Moorman (above)

	resumes on computer disk or through e-mail. Employers receive resumes through e-mail or fax (free.)	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 972.304.9060 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	Allen Barraclough
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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.

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

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

February 2002				
Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5 Facilitate With Style SIG	6	7
10	11	12	13 Meeting reservations due	14 February newsletter submissions due
17	18 Chapter Meeting	19	20	21
24	25	26	27	28

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 (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

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



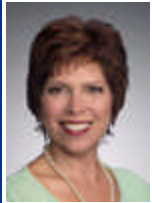
Director
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 214.236.6826
 blivingston@narrativelearning.com



Director
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 judith.a.wilson@communitycredit.org



VP Career Development
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VP Member Services
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 817.485.5395
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 214.369.7722
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 John@dallasastd.org