

## ABOUT ASTD TALLAHASSEE



**Believe**



Our **vision** is to be the premier organization for the facilitation of performance excellence within the training and development community.

We **believe** in:

- Identifying and responding to the needs of our members and our community
- Equipping professionals to make a difference
- Motivating professionals to "go the extra mile" to help others achieve performance excellence
- Building relationships Having pride in the profession of training
- Active participation by our members
- Practicing what we teach, including: needs and wants assessments, continual improvement, working in teams, being systematic, feedback and evaluation, being a learning organization and providing recognition

Our **mission** is to promote excellence in human performance improvement by providing professional development and networking opportunities for individuals and organizations.

## THE ASTD TALLAHASSEE BOARD

To learn more about the ASTD Tallahassee Board members, please visit the ASTD Tallahassee website or [click here.](#)

Name	Position	Email address
Suzanne Ebbers, Ph.D.	President	president@astdtallahassee.org
Amanda Allen	President-Elect & VP Programs	presidentelect@astdtallahassee.org
Denise Wilson	Past President:	pastpresident@astdtallahassee.org
Monica Lazo	VP Communications and Secretary	vpcommsec@astdtallahassee.org
Laura Kerney	Vice President of Finance:	vpfinance@astdtallahassee.org
Jennifer Sweeney Colvin	VP Membership	vpmembership@astdtallahassee.org
Neal Meadows, Ed.D.	VP Technology and Webmaster:	webmaster@astdtallahassee.org
Frank Broen	Director At-Large:	atlarge1@astdtallahassee.org
Dale Weeks	Director At-Large	atlarge2@astdtallahassee.org
Paul S. Brawner, AIP	Director At-Large	atlarge3@astdtallahassee.org



## A LETTER FROM THE PRESIDENT



### Greetings!

Here we are already at mid-year 2010! What was a lovely spring has turned into a pretty hot and wet summer! We hope that your year has been productive and positive thus far this year, and we also hope that you have found your experience with ASTD-Tallahassee to be professionally useful!

I have to say, we have the best board in the world! They are a talented, hardworking, and terrific group of professionals! I thought I'd let you know what they've been doing on your behalf since I last wrote you early April.

### Strategic Plan Status

With our mid-year elections for VP of Technology, VP of Membership, VP of Finance and Director At Large over, your Board is meeting in July to discuss our status in relationship to the strategic plan we developed in January. We'll be looking at where we are in terms of our measurable goals and where we plan to be by year's end through the lens of the Strategic Marketing Plan that **Director-at-Large Dale Weeks** and I developed, and which is available on our website for your review and information.

### Programs

**Amanda Allen, VP Programs/President-Elect**, and her committee have provided you with six outstanding programs this year. Many of them were recorded or videotaped for viewing on the ASTD-Tallahassee website (<http://astdtallahassee.org>), so click on the program date hotlinks if you want to catch up! Later in this newsletter, you can find a list of our 2010 programs to-date and those yet to come.

### First Annual Tallahassee TechKnow Expo

After careful consideration of this year's strategic effort and the resources we've had to put towards implementing the 2010 strategic plan, the Board has decided to postpone the First Annual Tallahassee TechKnow Expo until April 21, 2011. Stay tuned for more information in the fall as we start putting together our plans for this exciting new opportunity for ASTD Tallahassee members and the extended Tallahassee community!



### Technology

Our **VP Technology, Neal Meadows**, has been hard at work with his Technology Committee transition us from our current website to an expanded portal that ASTD national provides local chapters for little charge. Not only will it provide you the information and functionality, but the potential for expansion and inclusion in national's activities.

Neal has been our VP Technology for two years, and he is now cycling off. Neal has been a great and steady 'behind-the-scenes' presence on our board putting in countless hours in updating the website with html programming as well as expanding our capability to provide online P-card payment ability for state of FL employees. **We want to thank Neal for his unwavering and persistent efforts**, and wish him well as he continues to expand his private consulting practice.



## A LETTER FROM THE PRESIDENT, CONT'D



### Membership

Despite the fact that **Jenn Sweeney-Colvin** is currently doing the work of two employees for her employer RuffaloCody, as **VP Membership** she has put together a terrific 'New Member' welcome package as well as a 'Member Recruitment' package. She will be leading the board in our Annual Fall Membership Drive, which will begin in August/September and continue through the end of the year.

Are you benefitting from the programs this chapter offers? Perhaps you know someone who might find these programs useful as well. Jenn has posted online a '**Get In At Half-Price**' coupon for **first-time visitors**. That make it easy for you to invite a friend – they pay \$10 for a great meal and attend an outstanding program for free!!!

### Communication

**VP Communication, Monica Lazo**, not only keeps you informed of upcoming meetings and takes the best minutes I've ever seen, but she's spearheading our effort to provide you a fun and informative quarterly newsletter chock full of tips, useful information, and news about fellow Tallahassee ASTD members.

This quarter's newsletter builds on our first earlier this year with the following features:

- New Member Spotlight
- Book Corner
- Past and Future Programs
- Writing Tip



### Finance

**VP Finance, Laura Kerney**, and **Director-At-Large Paul Brawner** have been working together to develop a Marketing Plan to provide sponsorship opportunities to local businesses and organizations. Sponsorship is an income-generating way for our chapter to provide such businesses with exposure to a significant group of Tallahassee individuals.

### Continuous Learning

We at ASTD-Tallahassee want to support members attending our programs with a lasting supportive structure to enable them to build upon what they've learned. **Director-at-Large, Frank Broen**, is working to develop a seamless **before-during-after monthly program learning experience** for members to support learning application in the workplace to, hopefully, impact professional capability and organizational results.

Well, guess that's all for now! We hope that you continue to find your membership in the ASTD-Tallahassee chapter to be beneficial to you. Enjoy the rest of this newsletter, and may you have a terrific and productive summer!

Best regards,

Sue Ebbers  
2010 President, ASTD-Tallahassee



**PAST & FUTURE PROGRAMS****Past Programs**

Below is a list of programs offered so far this year. Feel free to listen to or view them by clicking on each link. These recordings may also be accessed through the ASTD Tallahassee website.

2010 Date	Program Title	Presenter	Recorded Presentation
January	Global Benchmarking Towards Excellence: A Call to Action	Dale Weeks	<a href="#">Click here to listen</a>
February	Myers Briggs Type Indicator: Discovering Personalities & Implications for Learning	Denise Wilson	NOT AVAILABLE
March	Toastmasters Presents: The Steak and Sizzle	Bob Prentiss	<a href="#">Click here to listen</a>
April	WAHI: Computer-Based Training for Human Interactions	Dr. Glenn Hallam	NOT AVAILABLE
May	Icebreakers	ASTD Members	<a href="#">Click here to listen</a>
June	Return on Investment & Level 4 Evaluations: A Rare but Invaluable Bird	Dr. Connie Bergquist	<a href="#">Click here to view handouts</a>

**Future Programs**

Below is a list of programs that will be offered over the coming months. Please note that there will not be a program held in November and that in December ASTD Tallahassee will host an end of year social. Details will be announced in the future.

2010 Date	Program Title	Presenter
July	Death by PowerPoint	Frank Broen
August	Facilitating Engaging Webinars	Jennifer Tomarchio
September	To Be Determined	Dr. Vanessa Dennen
October	Developing Project Leadership Competency	Doug Gaspardo, PMP
November	NO PROGRAM	NOT APPLICABLE
December	End of Year Social	NOT APPLICABLE

**SUCCESS STORIES**

ASTD Tallahassee would like to know what is happening at your organization!!! We would like to be able to share your accomplishments, not just ours! If you are interested in sharing successes you have had in the area of learning and performance, we would love to be able to showcase your accomplishments in future newsletters. If you have any questions or would like to submit your story, please contact Monica Lazo at [vpcommsec@astdtallahassee.org](mailto:vpcommsec@astdtallahassee.org)

**NEW MEMBER SPOTLIGHT**

ASTD Tallahassee would like to welcome new members to our organization! We are excited to have the following individual join our group and would like to share some information about them. Please make sure to introduce yourselves to them during future programs and gatherings!

**Maurine Kwende**

Maurine Kwende works in Quality Assurance and training with the Collins Center for Public Policy. She has been in the training /HR industry for about six years. She relocated from the United Kingdom over a year ago now and is still getting to know her way around. She is currently studying towards the GMAT to go back to graduate school for a PHD in Business. She is also looking for study groups for the ASTD CPLP.

Maurine enjoys travelling which is probably the reason why she work part time at Delta Airlines. She also loves to work out at the gym and loves eating, even though they are quite contradictory. She is very y fond of shopping, networking, and enjoys watching action movies. Overall, she loves people, and looking for career growth in the training /HR industry. She is excited to be part of the ASTD Tallahassee chapter and is willing to participate fully and be as involved as she can.

**George Braswell**

George submitted an article about himself that was written about him by Jim Huffst ODT for the DFS newsletter. Here is what Jim had to say about George...

Changing a horse in mid-stream can be disastrous if you're not careful. The same applies when changing careers in mid-life with consequences far more lasting than just getting dumped in a creek. Warren Braswell, 47, Computer Technician, Office of Learning & Development, can speak with authority on the subject as he made the big jump only a few years ago. It's worked out well, but he advises others contemplating a move to plan, prepare and be sure they have a place to land before making the move. The married 1980 Leon High School graduate worked nearly 20 years with the Tallahassee Police Department, as a radio dispatcher for two of those years and the rest as a dispatch supervisor with anywhere from nine to 11 dispatchers under his direction. It was a good job in many ways with decent pay, benefits and the satisfaction that comes from doing an important job, often in high-stress situations where your competence and judgment can be the difference between life and death for an officer or a citizen. Stress comes with the job. On some shifts Braswell and his dispatchers found themselves dealing with multiple crises as the calls came rolling in. They handled 911 emergencies as well as police and fire dispatch. Calls ranged from the mundane to the tragic: shootings, domestic disturbances, suicides, fights, stabbings, major fires, car accidents and a hundred other situations. As Braswell entered middle-age, he increasingly considered changing his career. He was good at his job, but things change. He was tired of working weekends, holidays and during natural disasters like hurricanes. Stress was certainly becoming more of a factor to consider. Braswell used eating as a coping mechanism and was more than 100 pounds overweight. His age, the stress and the weight was a time-bomb waiting to explode. Three years ago at age 44, he knew he needed a career change. It was time. At that point, Braswell did a lot of the right things. He was working with computers as part of his dispatch job and had an interest in the field. That's where he wanted to land. The next step was to obtain the education and certification to make himself marketable. He did his homework and researched what qualifications he needed to work as a computer network administrator, designer or planner. Then he set out to take night classes and obtain the proper Microsoft skills and knowledge. During this process, Braswell became aware that he was not only good at computers but good at training others in their use. As radio dispatch supervisor, one of his tasks was to train the new dispatchers and conduct week-long computer workshops. He enjoyed it, he was good at it and at some point he started thinking about computer instruction as a focus. After a few years, he had compiled 680 class hours in computers and resigned from the Tallahassee Police Department after a 19-year career. "My wife and I knew we had the economic resources to survive while I studied full-time in preparation for the certification testing," he said.

**NEW MEMBER SPOTLIGHT CONT'D****Karen Share**

Karen Share is the Training Manager at the Agency for Persons with Disabilities (APD). Some individuals know her by her maiden name, Karen Krebs. Her challenge at APD is to start a training program where none existed before. ADP has 3,200 employees in three institutions and 15 local offices that help the developmentally disabled live, learn, and work in their community. Prior to APD, Karen worked in the Office of Learning & Organizational Effectiveness at the Department of Children and Families. She gained many skills there from the training pros! She and her husband Mike enjoy motorcycle riding and spoiling their 16-year old puppy, Woodstock. She hopes to network with the training professionals in ASTD, and share information on online learning as well as tricks of the trade!

**Donda Combs**

Donda is anxious to meet others in ASTD Tallahassee! She is a mother of 2 children, a daughter that is attending UCF and a son that may live to be 16 if he plays his cards just right. She has a passion for making positive change. She is a self-regulated extrovert, meaning, she'd love to do all the talking but she is educated and informed enough to actually be inquisitive and learn about others as well. She believes she would make a fabulous dictator, but not such a great elected official!

Donda is a Professional Speaker for Florida Commerce Credit Union and presents on various topics regarding financial wellness. Her workshops are upbeat, engaging and designed for the financially savvy, the beginner and everyone in between. Participants are encouraged to leave with written, specific life altering goals with deadlines.

As an independent speaker, she also presents workshops to parents on Teaching Children the "Top 10 Money Concepts that will Impact their Life Forever". The workshop benefits are two fold. First, it empowers parents and reduces the stress of yet another complex parental responsibility. Second it ensures that they've prepared their children for the future. The workshops provide age appropriate activities and materials as well as follow up emails to ensure application.

An intriguing chapter of her business is that she facilitates a positive business environment metamorphosis. By positively transforming the business environment it's possible to increase business productivity, creativity, employee and client satisfaction, reduce employee's absenteeism all by creating a remarkable business atmosphere by installing a humor and fun program. Tremendous amounts of research have conclusively proven the wisdom of this program. In fact, Donda says that the average pre-schooler laughs or smiles 400 times a day and that number drops to only 15 times a day by the time people reach age 35! Laughter releases endorphins, a chemical 10 times more powerful than the pain-relieving drug morphine, into the body with the same exhilarating effect as doing strenuous exercise. Amazing things happen in business when the fun begins! She is blessed to be a part of the process! Finally, Donda is also the happy owner of a 26 ft sailboat named "Amazing Celebrations" and she looks forward to any day that allows her to be on the water. Donda Combs may be reached at (850) 878-2937 or at [dondacombs@att.net](mailto:dondacombs@att.net).

**JD Lester**

JD. Lester is Director of Special Projects at Citizens Property Insurance Corporation. She works as an internal consultant and project manager on a variety of the Corporation's workforce learning and organizational development projects. Her current focus is on the development and deployment of the corporation's Organizational Ethics Program. J.D. has worked over 20 years as a Human Resources management and development professional and briefly served as Director-at-Large for Tallahassee's Chapter of ASTD. She is a graduate of the Certified Public Managers Program and is currently enrolled in the Citizens Leadership Institute. J.D. is an avid music collector and fan of the theatre.

**NEW MEMBER SPOTLIGHT CONT'D****Judy Micale**

Judy Micale currently works for the Southern Coast ATTC as a Project Manager. She conducts and plans trainings for Florida, Alabama and Mississippi in this capacity. She is also a Coach. She coaches in her spare time and as is working towards certification in this area. She is also a member of the International Coaching Federation. Judy also volunteers with the Leon County Public Library English as a Second Language (ESOL) program. She invites you to look on her website [www.theauthenticitycoach.com](http://www.theauthenticitycoach.com) for more information about her coaching sessions.

**Warren Wyrstek**

Warren E. Wyrstek is the owner of Warren E. Wyrstek, M.Ed. and 3WsCertification.com (a portal dedicated to Technical Training and Support). He holds a Master's degree in Vocational-Technical Education from Valdosta State College, a Master's in Divinity from New York's Union Theological Seminary, and is currently a Doctoral student in Curriculum and Instruction at Valdosta State University.

Warren is devoted to technical education as reflected by his list of over 50 certifications. Warren has been teaching for over 25 years and has taught on the College and Secondary School levels. He is the creator of the Master of Integrated Networking credential. He has been the Technical Editor for over 30 certification titles in the last few years. He is also the author of the Novell NetWare 6.5 CNA Exam Cram2, and The Career Changer's Checklist.

He currently is employed by McKesson Corp, as the Lead Certification Specialist and Operations Manager for Assessments for a corporate-wide certification and assessment program for this Fortune 15 company. Avocationally, Warren's main interest is the care and counseling of Geriatrics and Terminally Ill adults.

You can reach Warren at [wyrstekw@msn.com](mailto:wyrstekw@msn.com) or through [www.3WsCertification.com/about.html](http://www.3WsCertification.com/about.html) .

**Sarah (Tippy) Amick**

Tippy retired from the State of Florida in 2006, having served as a training manager in a variety of departments. She continues part time work teaching leadership and management courses for FSU and owns a business, the Sarah Amick Training Company, that specializes in a number of workshops including Team Building and Customer Service programs. Tippy earned her Ph.D. from FSU in the 1990s in Human Services and Studies. She feels that ASTD has been a critical and unique opportunity over the years to personally get fed and watered in her chosen field.

**Other New Members**

Below are the names of other new members who have joined ASTD Tallahassee. We hope to be able to share more information about them in our next quarterly newsletter.

- Desiree Nero
- Beverly Santini
- Jacqueline Boulanger



## BOOK CORNER

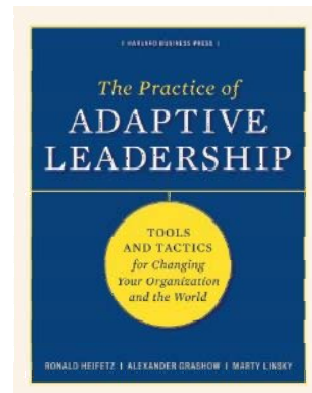
Below is a book review submitted by the Director-At-Large, Dale Weeks. Thank you for your submission!

### Book Reviewed

Heifetz, Ronald, Alexander Grashow, and Marty Linsky. The Practice Of Adaptive Leadership: Tools And Tactics For Changing Your Organization And The World. Boston, Massachusetts: Harvard Business Press, 2009.

### Strengths

1. Easy Read. Using the Table of Contents at the beginning as a guide, I found many, if not all, of the Parts, Chapters, and Sub-Sections to be very straightforward and easy to follow in a literal sense. Given that: (1) My involvement in organizations over the past 30+ years, both public and private, has addressed most of the items discussed and (2) I have a personal focus on managing systems, processes and the like from a strategic perspective, reading this book for me was a very “quick read,” where I did not have to stop or re-read the material presented. I enjoyed the organizational and the individual / yourself analysis – yet I would have placed them in reverse order – get the personal stuff right first, then move on to the organization, rather than the other way around.



2. Continual Emphasis on Systems Thinking. Finally, another group of authors that endorse the approach of systems thinking – from the balcony, and getting away from rah, rah, charismatic quarterback leadership approaches, with authority, power, etc. as the tools. I have followed systems thinking since the early 1970’s from places like MIT, via the Baldrige award, and elsewhere. Very good to see that someone from Harvard has reached the conclusion as well – broad strategic thinking is a mandatory for leadership.

### Area of Improvement

Applicability to a Non-Strategic Thinking, Non-Systems Thinking Audience

However, when I consider what this systems approach would or could mean for someone using this book to teach or coach current customers or senior leaders that are unfamiliar with “in the balcony” or strategic or systems thinking (or don’t have the time for it...ever heard of a systems brain diagram or a 30,000 foot Business Relationship chart...), I believe it lacks enough depth to get them truly engaged.

They might say, as Howard has on occasion, I don’t have the time for all of this – where is the condensed, Cliffs notes version- this is a 300 page book. Can you give it to me on 1 page? Maybe that explains why “so I have heard” the Cambridge Associates are having some concern over continuously selling the approach...the same as Baldrige – who is ready, willing, and able to think in these strategic “on the balcony” terms and apply it on a daily basis, other than on an ad-hoc, non-systematic way? See the strategic thinking article (75% of those efforts fail...) for added perspective here.

-----

In summary, then, a good leadership book for me, as a systems thinker, but I would have reservations for the broad arena of hundreds of senior leaders that exist in our organizations today.

*Dale S. Weeks*

## BOOK CORNER SUBMISSIONS

ASTD Tallahassee would like to share reviews on books that relate to the field of learning and performance in our quarterly newsletters. If you are interested in submitting a book review for an opportunity to advertise your services, please do the following:

- Submit your name or company name as you would like for it to appear in the newsletter
- Submit the title of the book reviewed
- Submit the name of the publisher and the year published
- Submit a 100 word summary of the book reviewed
- Submit an image of a company logo, company name, your picture or any combination of these (submit some, all or none)
- Submit a 100 to 150 word description of your services

The first three individuals to submit an entry will be showcased within the next quarterly newsletter. Other submissions will be retained for subsequent newsletters. An email notifying you of when your advertisement will be published will be sent when your submission is received. Please email company and service advertisements to Monica Lazo at [vpcommsec@astdtallahassee.org](mailto:vpcommsec@astdtallahassee.org)

## eLEARNING ESSENTIALS



Adobe Captivate is an electronic learning tool which can be used to author software demonstrations, software simulations, branched scenarios, and randomized quizzes in .swf format. It can also convert Adobe Captivate generated .swf to .avi which can be uploaded to video hosting websites. For software simulations, Captivate can use left mouse clicks, key presses and rollover images. Adobe Captivate 3 cannot simulate right mouse clicks without editing the files that are generated, but with Adobe Captivate 4, this is now possible. It can also be used for screencasts, podcasts, and the conversion of Microsoft PowerPoint presentations to the Adobe Flash format. To learn more about Adobe Captivate, [click here](#).

For free online tutorials, [click here](#).

## THE “ChIP” PROGRAM

ChIP stands for the “**chapter incentive program.**” This program offers the ASTD Tallahassee chapter an opportunity to earn additional revenue, enabling it to accomplish its mission and by contributing to its financial health. Every person who uses the **ASTD Tallahassee ChIP code 9111** when making an online purchase on the ASTD store is ensuring that a portion of the revenue is shared with the ASTD Tallahassee chapter. Use the ChIP code 9111 anytime you do the following:

- Purchase a new ASTD National membership
- Renew an ASTD National membership
- Register for the ASTD National Conference and Expo
- Register for the ASTD National TechKnowledge Conference
- Register for the ASTD National Certificate Programs
- Purchase ASTD National Books & Publications
- Register for the COLP Learning System
- Register for the ASTD National Job bank Employer Posting



For more information on ChIP, please click [here](#).

**WRITING TIP**

**How to be Read in Government and Corporate America—Use the Models of Writing to Get Things Done® (WGTD)  
Adapted from Writing to Get Things Done® seminar**



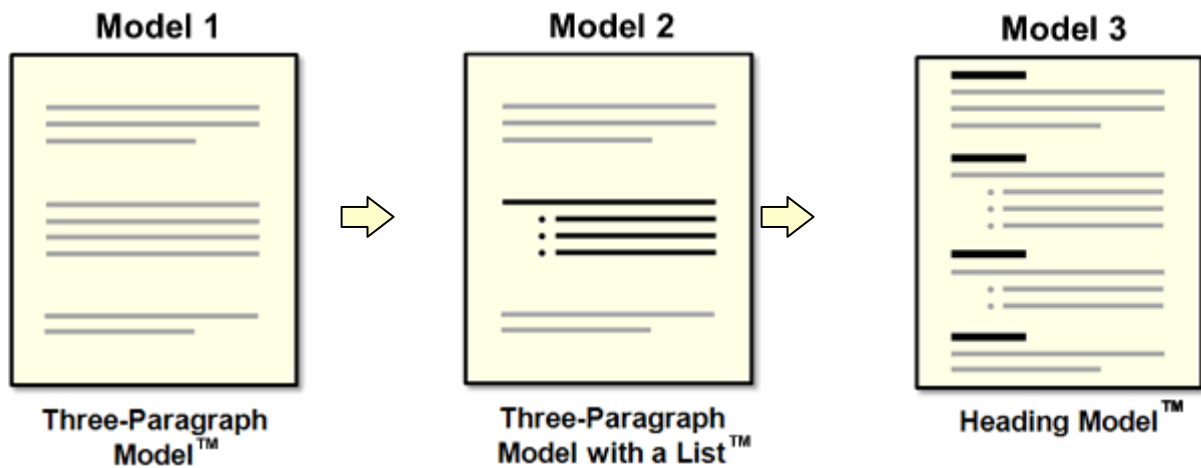
**Stan Berry**

Clearly written communications drive productivity within your organization. But, being read today is no easy task. Everyone has had the experience of sending out emails and other documents that didn't get read—it's as though they got stuck in cyberspace and never landed anywhere.

Two causes contribute to this problem:

- The reader. In an attempt to manage our busy, increasingly demanding world of information overload, readers often multi-task as they read what you send them—if they read it at all.
- The writer. Most writers don't know how to structure their writing so that readers *can* read quickly with clear understanding.

The solution is to frame your business writing (emails, memos, letters, technical reports, meeting minutes, etc.) in the three models of WGTD. These models are content driven—the model you use depends on the amount of content you have. As you add more detail, you go from *Model 1* to *Model 2* to *Model 3*.



**Paragraph 1**  
State what you want to get done.

**Paragraph 2**  
Give a simple explanation, background, reason, analysis, or instruction.

**Paragraph 3**  
Give a specific deadline and a reason for the deadline.

**Paragraph 1**  
State what you want to get done.

**Paragraph 2**  
Forecasting sentence:  

- Key point. Supporting details.
- Key point. Supporting details.
- Key point. Supporting details.

**Paragraph 3**  
Give a specific deadline and a reason for the deadline.

**Use headings for more than three paragraphs.**

- Makes the organization visually apparent
- Invites the reader to read
- Allows the reader to skim
- Divides information into obvious units
- Forecasts the content of each paragraph

Everyone wins when you use these models. You will write faster. Your readers will read quickly--because your writing is clear and concise. And the productivity of your organization will increase dramatically as a critical mass uses these models of **Writing to Get Things Done® (WGTD)**.

**VOLUNTEERS**

ASTD Tallahassee is always looking for people with time to spare and talents to share. If you are interested in assisting ASTD Tallahassee in becoming a premier organization for the facilitation of performance excellence, we would love to hear from you! We are currently looking for volunteers to help us with:

- Membership
- Newsletters

To learn more about how you can help or if interested, please contact Sue Ebbers at [president@astdtallahassee.org](mailto:president@astdtallahassee.org)

**CONTACT ASTD TALLAHASSEE****Mailing Address:**

Tallahassee ASTD  
PO 10965  
Tallahassee, Florida

**Website:**

<http://www.astdtallahassee.org/>

