

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](#). Please note that names of appointed Board members have been highlighted. These individuals are up for election to the 2011 Board.

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
Maurine Kwende	VP Communications and Secretary	vpcommsec@astdtallahassee.org
EShen	Vice President of Finance:	vpfinance@astdtallahassee.org
Rhonda Register	VP Membership	vpmembership@astdtallahassee.org
Melissa Mackal	VP Technology and Webmaster:	webmaster@astdtallahassee.org
Frank Broen	Director At-Large:	atlarge1@astdtallahassee.org
Dale Weeks	Director At-Large	atlarge2@astdtallahassee.org
Dr. John Rushing	Director At-Large	atlarge3@astdtallahassee.org



A LETTER FROM THE PRESIDENT



Greetings!

Can anyone believe how quickly the year has gone by? We at ASTD-Tallahassee certainly can't! Already it's the end of October. How the year has flown!

What all has the board been doing on your behalf this last three months? A new website, planning a learning and performance technology conference/expo, programs and board member changes are the topic of this quarter's President's letter!

Our New Website

To start, we suggest you check out our new chapter website/portal at <http://tallahassee.astd.org>! Thanks to Neal Meadows, who served as our VP Technology for two years and now has just cycled off the board, we have transitioned over to what we believe will be a more functional website that provides members with greater benefits. In the months ahead, our new VP Technology, Dr. Melissa Mackal, will be working to build website functionality and interest that provides members with new member-only benefits and more accessible information.

TechKnow Expo!!!

We are 'full steam ahead' with plans for our joint conference/expo venture with TalTech Alliance on **May 5-6, 2011!** We have a 'triumvirate' of committee chairs, as well as a robust core conference planning committee, and are planning an exciting **learning and performance with technology** track.

Our committee chairs are:

- John Rushing, who is one of our new Directors-At-Large board members
- Leesa Gibson, who is Training & Communications Manager at the Bureau of Epidemiology, FL DOH
- Barbara Ann Cox, who is a Certified Meeting Planning (CMP) professional and owns the well-established company, Meeting Makers Inc. as well as Podium Power Speaker's Bureau.

To top off these credentialed and experienced individuals, our planning team also includes:

- Amanda Allen
- Tippy Amick
- April Edmonds
- Brenda Hubbard
- Angela Hendrieth
- Monica Judd
- Maurine Kwende



Stay tuned as the details start solidifying for what we believe to be an exciting, outstanding expo!

A LETTER FROM THE PRESIDENT, CONT'D



Programs

Our VP Programs, Amanda Allen, has provided another three outstanding programs, including:

- **July:** Frank Broen, How to Avoid Death by Power Point
- **August:** Jennifer Tomarchiro, Facilitating Engaging Webinars
- **September:** Dr. Vanessa Dennen, Professional Development & Informal Learning Via Web 2.0 Communities
- **October:** Doug Gaspardo, Project Leadership Competency Model

November is a quiet month for ASTD-Tallahassee, as there will be no program. However, **mark your calendars for December 9, when we will have our annual December social.** It's in the planning stages right now, and we'll be letting you know the details sometime in early November.

Board Member Changes

We've had a whirlwind of board member changes as opportunities arise for them, leading them to have to cycle off earlier than expected. You might recognize most of these new board member names, as they are on the ballot for elections for 2011. Let me update you a bit on these changes.

VP Communications

Our VP Communication, Monica Lazo, and her husband are expecting their first child – already named Raul after Dad! - in November, and Monica has stated the need to resign then from the board to assimilate her new duties as Mom. Monica is currently working with Communications Committee member Maurine Kwende of the Collins Center for Public Policy to help Maurine learn the ropes of the chapter's communication function. That way, when Raul makes his entrance to this world, Maurine will be appointed to that position through the end of Monica's 2010 term. Monica and Maurine have been working to develop this quarter's newsletter to provide you with updates on what's going on with our members, our chapter, and within the field of learning and performance.

VP Finance

Recently we had to simultaneously say congratulations and farewell to our VP Finance, Laura Kerney, who has moved with her husband to Miami to take on a new and exciting work opportunity. As the result, the board has appointed a new VP Finance, Dr. E Shen, who will serve through December and who is also currently running for that position for 2011. E is a Learning and Development Manager at the FL Dept. of Highway Safety and Motor Vehicles. Laura has continued to keep the finance function of our chapter going until we could secure E. Many thanks to Laura for her steadfast, high-quality efforts these past two years!

VP Membership

Our VP Membership, Jenn Sweeney-Colvin, has literally been on the road for the past four months with her job, and she doesn't expect things to change before the end of her board term in December. All year she's carried a really hefty load, doing the work for two different positions at RuffaloCODY, and yet she's continued to perform her ASTD-Tallahassee membership duties. However, she's realized the writing is on the wall, and the board has recently appointed Rhonda Register as our new VP Membership. We will miss Jenn and her valiant efforts against very real odds, and at the same time we are thrilled that Rhonda has joined us!



A LETTER FROM THE PRESIDENT, CONT'D**Board Member Changes, Cont'd*****Director at Large***

Paul Brawner, one of our Directors at Large, also found out recently that the current requirements of his work as Director of Professional Development at NAIFA-FL left him little time to devote for sleeping, must less helping ASTD-Tallahassee move forward! Paul was working hard with Laura Kerney, our VP Finance, to put together a sponsorship package. This package will enable us to obtain website and program sponsors that eventually will help fund regional and national speakers here. We are sorry to have to say goodbye to Paul, but we are pleased to announcement that Dr. John Rushing, who is Assistant Professor and Academic Coordinator at Barry University, has been appointed to this position through the end of the year.

**Winding Down 2010**

As always, we at ASTD-Tallahassee are keeping busy on your behalf. We hope that we are meeting your needs, but are always open to your suggestions. After all, it's YOUR chapter, and we serve YOU. We also hope that you might want to join us in our efforts – we are always looking for a FEW GOOD VOLUNTEERS! Let any of the board members know of your interest, so that we can match your capabilities and needs to ours!

Yes, the year is winding down. And what a year it has been! We hope that as *your* year winds down, you find time to not only work hard, but enjoy life as well. And we hope that ASTD-Tallahassee can be a place that provides you with some of the professional support you need to do your jobs exceptionally!

On behalf of your board, wishing you the best,

Sue Ebbers
2010 President, ASTD-Tallahassee

**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

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	Click here to listen
February	Myers Briggs Type Indicator: Discovering Personalities & Implications for Learning	Denise Wilson	NOT AVAILABLE
March	Toastmasters Presents: The Steak and Sizzle	Bob Prentiss	Click here to listen
April	WAHI: Computer-Based Training for Human Interactions	Dr. Glenn Hallam	NOT AVAILABLE
May	Icebreakers	ASTD Members	Click here to listen
June	Return on Investment & Level 4 Evaluations: A Rare but Invaluable Bird	Dr. Connie Bergquist	Click here to view handouts
July	Death by Bullet Point	Frank Broen	Click here to listen
August	Facilitating Engaging Webinars	Jennifer Tomarchio	Click here to listen Enter name to listen
September	Professional Development & Informal Learning via Web 2.0 Communities	Dr. Vanessa Dennen	Click here to listen
October	Project Leadership Competency Model	Doug Gaspardo, PMP	NOT YET AVAILABLE

Future Programs

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
November	NO PROGRAM	NOT APPLICABLE
December	End of Year Social	NOT APPLICABLE

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!

To learn more about how you can help or if interested, please contact Sue Ebbers at president@astdtallahassee.org

NEW MEMBER SPOTLIGHT

ASTD Tallahassee would like to welcome new members to our organization! We are excited to have the following individuals 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!

Jacquelin Boulanger

Jacquelin Boulanger is a Tallahassee artist/educator who recently (Spring 2010) earned her MS in Instructional Systems from FSU. Boulanger is an Adjunct Instructor in the Foundations Program in the Art Department at the College of Visual Arts, Theatre and Dance at FSU. Her teaching interests are writing effective instruction relative to the visual arts; assessment and motivation.

Beverly Santini

Beverly Santini is Director of Corporate Training at Citizens Property Insurance Corporation. She has held that position for the past 3 years and has worked at Citizens for over 9 years. Beverly oversees a business unit that includes both Corporate Development as well as Training Systems. During her tenure, Corporate Training has developed & deployed Citizens Corporate University consisting of a Staff College, a Management College, and an Executive College. A 2 week Managerial Leadership program was launched in December 2009 and in June 2010, the Citizens Leadership Institute began an 18-month program for high potential management candidates.

Citizens premiered a corporate-wide Learning Management System in 2008. The LMS has proved invaluable in providing reports assuring compliance training has been completed. The team is currently developing an Evaluation Program (based on Kirkpatrick) for all course deliveries and is expected to roll-out in 2011. She credits an excellent staff of instructional designers, online developers, instructors, and administrative personnel for the successes Corporate Training has enjoyed over the years.

Beverly has completed ASTD's HPI certification and graduated from the University of Florida's College of Journalism. She enjoys her family, photography, reading, and cooking in her spare time.

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
- Keantha Belton
- Ulrike "Connie" Ramos
- Karen Goodlett
- Jeffrey Stachnik



WRITING TIP

Writing Tip: In the Heat of the Moment--If It Feels Good, Don't Do It Adapted from Writing to Get Things Done (WGTD) Seminar

The Hidden Cost of Negative Emotion

When we're frustrated, irritated, or overwhelmed, we're often tempted to respond in the heat of the moment. Though satisfying, that initial good feeling can quickly give way to one of deep regret. Many a relationship has been strained, opportunity lost, or career damaged, due to a single off-the-cuff business email. That's not the way to get things done.

The impersonal nature of email makes it easy for our readers to misinterpret our thoughts, for years to come. This is especially true in the digital age where hectic work environments heighten frustration, and our well-intentioned business writing can circle the globe in an instant-leaving an enduring testimony of our thoughts and actions. Even within corporate firewalls, our written messages become a permanent part of the (internal) historical record.



Stu Tanquist

The Hidden Risk of Rationality

When immersed in a difficult situation, a common-sense solution is to strive to be more rational and less emotional. Though easier said than done, it's important to remember that the opposite of rational is *irrational*. When viewed this way, few people advocate less rationality.

Yet well-intentioned rationality can easily hurt feelings. For example, when a co-worker asks for your opinion about his or her appearance, they may not want your honest rational opinion. Our ability to empathize helps us to moderate our thoughts before they become written or spoken words. This emotional connection lies at the heart of good email etiquette.

Maintaining a Delicate Balance

Effective business writing requires a delicate balance between our emotional and rational capacities. Here are three tactics that can help you to consistently communicate in a positive helpful manner:

- *When negative emotions are running high, initially focus inward* to determine how you can become more balanced. This will reduce your risk of making regrettable statements that feel good in the moment.
- *When you feel balanced, focus on your readers.* When projecting a logical mindset, a little emotional empathy may be needed to avoid hurting delicate egos. This is especially true when your readers are experiencing negative emotions of their own.



WRITING TIP, CONT'D

Maintaining a Delicate Balance, Cont'd

- *When in doubt-sleep on it.* Writing a scathing business email in response to a frustrating situation can be highly therapeutic-it helps us to process our thoughts and creates a sense of satisfaction. Hitting the Send button can be social suicide. Try this instead.
 1. Write your message
 2. Set it aside for the rest of the day, or longer
 3. Read your message again before going to bed. Our brains remain active while we sleep, processing our thoughts and actions from the preceding day. This activity often produces a more balanced perspective the next morning.
 4. Edit your message
 5. Repeat as necessary

Tomorrow is Another Day

Negative emotions and a lack of empathy can limit our ability to get things done. To minimize their influence, pay attention to your mindset and err on the side of caution.

An easy fail-safe solution is to give your brain something useful to do while you enjoy a well-deserved rest. You might be surprised at how different you feel in the morning. If so, you'll appreciate the opportunity to make a final revision and avoid what could have been a deeply regrettable mistake.



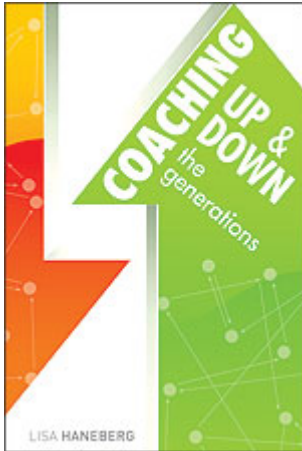
Stu Tanquist has presented at four American Society for Training and Development (ASTD) National Leadership and TechKnowledge conferences and written two best selling ASTD Info-Lines. With over 20 years in the learning and development field, Stu's expertise has ranged from working as a professional trainer to serving as a strategic-level director for training and development. He holds three degrees including a Masters in management. Stu can be reached at Stu@BerryWritingGroup.com or 612-799-1686.

Stan Berry has devoted the past 34 years to improving the writing skills of over 55,000 business and government professionals. After completing his Master's degree from Yale University, he co-authored five books on writing that he uses in his seminars. He's been a member of the American Society for Training and Development (ASTD) since 1975 when he served as the newsletter editor and on the Board of Directors for the Twin Cities Chapter. Stan can be reached at www.BerryWritingGroup.com or 612-578-1487.



Stan Berry



BOOK CORNER – FROM ASTD NATIONAL’S WEEKLY BOOK REPORT***Coaching Up and Down the Generations***

By Lisa Haneberg

How can you help someone who is fundamentally very different from yourself? And is it possible that they could help you, in return? Those are the questions that this book addresses, whether you're a member of the Traditionalists, Boomers, Gen X, or Gen Y. Any professional who wants to obliterate barriers, grow and develop, and move forward can benefit from a greater understanding of how each of these groups think, communicate, and view their work and the world.

This is most decidedly not just another book about generational differences, nor is it yet another “how to coach” book. *Coaching Up and Down the Generations* looks at the key processes of transferring knowledge, developing teams, and collaborating, and examines how different age groups can better learn from one another and even experience major breakthroughs that will improve their progress—despite disparate backgrounds.

You'll find a thorough examination of key issues in inter-generational coaching situations, including what constitutes great coaching, at any age; a complete overview of each generation and how they view life, technology, work, communication, and behavior; how to handle clashing communication styles and preferences; the importance of “coachability” in yourself and others regardless of different habits, opinions, and work styles; how to cultivate a coaching environment where the different generations can have provocative conversations and truly help one another.

With this book as your guide, you can show the generations how to find common points of interest, needs, and goals. You'll find ingenious tips for creating formal and informal coaching situations, developing opportunities to build relationships, and helping people of all ages to become catalytic coaches and engaged performers.

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 ypcommsec@astdtallahassee.org



eLEARNING ESSENTIALS

**eBooks from The eLearning Guild!**

eBooks from The eLearning Guild will help answer questions about eLearning. The Guild has two formats for eBooks. According to their website, while each eBook is focused on one theme, some are collections of tips gathered from Guild members from around the world, and some are collections of articles from key industry leaders. Guild eBooks are FREE for everyone and Guild membership is not required to access them. The eLearning Guild currently has the following eBooks available...

- 98 Tips for Selecting and Working with e-Learning Service Providers
- 65 Tips for Getting the Most Out of Your e-Learning Budget
- 144 Tips on Synchronous e-Learning Strategy + Research
- 239 Tips for Producing and Managing Flash-based e-Learning Content
- 162 Tips and Tricks for Working with e-Learning Tools
- The eLearning Guild's Handbook of e-Learning Strategy
- The eLearning Guild's Handbook on Synchronous e-Learning
- 382 Tips on the SELECTION of an LMS or LCMS
- 339 Tips on the IMPLEMENTATION of an LMS or LCMS
- 311 Tips on the MANAGEMENT of an LMS or LCMS
- 834 Tips for Successful Online Instruction
- In Search of Learning Agility

To access the eBooks, [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](#).

CONTACT ASTD TALLAHASSEE**Mailing Address:**

Tallahassee ASTD
PO 10965
Tallahassee, Florida



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