



July 2008 Training Tracks Newsletter

Here's Your New Monthly Newsletter ...

A note from Jim Jacoby, your editor – To make it easier for you to learn what's going on within our Southwest Florida Chapter of ASTD, we're launching a new online format for our newsletter. It's now so simple you don't have to open another file or even click on a hyperlink. It's right here in front of you – just scroll down to get the information.

This Month's Lineup ...

Articles on:

- **NEW** – Dr. Geri McArdle's Seminar for Master Trainers – scheduled for Saturday, July 26 – **will now be held at Edison College** as an Edison Continuing Education Program. (There's no July Chapter Meeting)
 - August Joint Chapter Meeting with Collier Human Resources
 - President's Message – Each One Reach One!
 - Our Chapter Wins National ASTD Award for Last December's Learning Week
 - Meet Your Multi-Talented VP of Programs – Nancy Smith
 - Farewell to Webmaster Chris Jones for an outstanding job
 - Chapter Now Looking for a New Webmaster
 - Consider Joining a Special Interest Group to enhance networking skills
 - 2008 Chapter Program Lineup Solidified
 - 2008 Board of Directors Listing
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Gerri McArdle Launches Master Class Seminar Series as Edison CE Program



Gerri McArdle, Ph.D.

The Southwest Florida ASTD Chapter is launching a new series of Master Class seminars for experienced trainers as *an Edison College Continuing Education program*. (Experienced means three or more years of experience.)

The first Master Class – *“Inferences: Presentation Success or Failure”* – will be held from 9 a.m. to noon, on Saturday, July 26, at the Lee County Campus of Edison College. **Advance registration and payment through the College is required.**

Speaker and founder of this Master Series will be our own Chapter President **Geri McArdle, Ph.D.**, a world-renown presenter and teacher. Her full-time position is Director of Delivery Services for the Lee County American Red Cross. She is a graduate of Harvard University, has written 10 books on training and development, has been a national leader in the training society and has delivered presentations around the world.

Instructional strategy used for this three-hour session is based on research among various international ASTD chapters, and particularly most recently in China and Australia. This workshop is designed to be a highly interactive session; participants will be engaged in learning and creating new ways to enhance their individual trainer portfolio.

Cost for the seminar is \$40 for SWFL ASTD chapter members and \$50 for non-members. The program is being conducted as a fund raiser for the chapter. Attendees will receive at no extra cost a copy of Dr. McArdle’s new \$43 book – *Training and Delivery* – published by ASTD National.

To register for the seminar, go online to www.edison.edu/lee/ce. The course description may be found by clicking on the third bullet from the top of the page, under the *Continuing Education Institutes* listing – *Management, Business, Accounting, and Insurance*. This will take you to the *Business, Management & Accounting Course Information* page. There, click on the first entry in the list, marked: *“Master Class Seminars for Experienced Trainers.”* Here you will find Dr. McArdle’s Master Class description of her course – *“Inferences – Success or Failure.”*

To access the class registration form go to the bottom of the page where you found the heading *Business, Management & Accounting Course Information*. Click on either the PDF or Word form, which may be completed online or printed and mailed.

Fee must be pre-paid – Should you prefer to pay by check or money order, please send it in sufficient time to reach the college no later than Friday, July 25. Make payment to Edison College Continuing Education; send it, together with the registration form (downloaded from the website) to: Ms. Shirley Krewson, Continuing Education Department, Edison College, 8099 College Parkway, Fort Myers, FL 33919. *Registration and payment are not permitted at the door.*

For further information or for help with your registration, contact Ms. Shirley Krewson of Edison’s Continuing Education Department at 239/489-9235. Or send an e-mail to skrewson@edison.edu. For further information about the seminar itself, contact Jim Jacoby or Dr. McArdle. Jim may be reached at

239/390-1522 or JacobyJ@aol.com. Dr. McArdle may be reached at 239/278-3401 or by e-mail at trainingdoctor@earthlink.net.

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Reserve August 20 for Next Chapter Meeting with HR Collier

Plan now to join us on Wednesday, August 20, for our annual joint chapter meeting with the Human Resource professionals of HR Collier. [We have no chapter meeting in July.]

Speaker for the joint meeting is Fort Myers News-Press Cartoonist Doug McGregor. During his talk on “Thinking Creatively.” Doug will demonstrate creative solutions that are visually pleasing and clever. Participants will first take a quiz to assess their right and left dominant habits. And then the fun begins. More on the meeting in next month’s newsletter.

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President’s Message: Join Ambassador Program to Help Grow Membership

Here it is – July already – and we’re on track to reach our membership goal of 100 by the end of the year. But we need the help of each of our members to achieve that goal.

If each of you would bring in just one new member, we’d hit that goal without question. Remember our slogan for 2008 – *Each One Reach One!*

And when you encourage someone new to join our chapter, there’s one more follow-through request we ask. It’s for you *to become* an ambassador/-mentor for the new member. By playing mentor you can watch over the new member to assist and answer questions. Such encouragement helps new members become more familiar with our activities and more at ease around existing members.

Please join me in taking an active part in recruiting new members. You’ll be glad you did!

Geri McArdle, President www.trainingdoctor@earthlink.net

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Chapter Awarded “Champion of Learning” Certificate for December Project

National ASTD has recognized our chapter with the ASTD “Champion of Learning” designation for our efforts to promote Employee Learning Week during December 2007.

Thanks to the efforts of our Learning Week team, headed by Charlie Ingram, we attracted over a dozen organizations to compete for SWFL individual and organization of the year. Our December meeting was packed with eager members and non-members alike awaiting the news of the winners.

Work is already underway both on the national and local organization planning for Employee Learning Week 2008. If you’d like to become part of the behind-the-scenes project committee, please contact Charlie at 239/425-2628.

Meet Your Multi-Talented Vice President of Programs – Nancy Smith



Nancy Smith, VP of Programs

By Susan Anderson, Associate Editor

Our VP of Programs, ***Nancy Smith***, has a very diversified and eclectic work history and personal interests to match. Originally from New York, Nancy has spent much of her professional career creating associations between business and education. Her fascination with differing cultures and working to understand the unique differences and similarities between them has led to her present position – Coordinator for Business and Industry Services, which is a part of the Lee County School District.

Nancy has drawn on her personal background in business and her associations within the business community to develop educational opportunities for adults interested in improving their skills and knowledge. Nancy has the understanding of the needs of the business community and the understanding of how those needs can be met by education. She develops “applied learning” on an adult level. The classes she has developed for the District assist adult learners to develop or sharpen essential business skills.

While Nancy believes in continuous personal growth, she also believes in conserving our natural resources. Applying her penchant for connections, Nancy is very interested in educating others about “going green.” Nancy believes: “We should all try to simplify and recycle.”

As the Community Relations liaison for Fafco Solar, Incorporated, Nancy helps others to understand the benefits of solar power. She is trying to help us all understand we should try to leave less of a footprint and conserve, reuse, and recycle.

Nancy believes that with continuous feedback we can accomplish anything. If we can remain open to learning opportunities within business and fulfill this opportunity within education, we can sustain continuous growth and improvement. We can use this ideal with personal resources or natural resources . . . always looking for opportunities to improve is the key.

Webmaster Chris Jones Off to Tallahassee to Pursue Ph.D. in Library Science

Chris Jones, our webmaster “par excellence” is leaving our fair land in mid-July to seek his doctorate in library science from Florida State University.

With us for the past three years, providing outstanding service by redesigning and significantly upgrading our website, Chris will be sorely missed. He’s been a major talent at the Southwest Florida Library Network, managing the many seminars the group puts on for area libraries.

Among his advances with our website: (1) dynamic graphics with the opening page announcement of our next chapter meeting, (2) the ability to register for meetings online, (3) the ability to pay for chapter meetings in advance through PayPal, (4) a consultant category section where members can offer their services, (5) a newsletter section where members and others can read and download our monthly newsletters (including an archive back to 2000), (6) a membership list – for members only, (7) a contact page for sending messages to our board of directors, (8) a promotion page that highlights the benefits of becoming a chapter member, and (9) a photo section of our activities.

In appreciation for all Chris has done for the chapter, President Geri McArdle has awarded him the “2008 President’s Excellence Award.” We’ll miss him very much. Best of luck to you, Mr. Chris!



Chris Jones (I) and Geri McArdle

Chapter Seeks New Webmaster with Departure of Chris Jones

We’re now actively seeking a replacement for Chris Jones as webmaster for the Southwest Florida Chapter of ASTD.

Here’s a wonderful opportunity for one of you to learn a new skill, or even hone whatever skills you may already have using the Internet. Even though Chris is physically leaving our territory on July 18, he can still provide help remotely for a short while.

Our website is an outstanding example of state-of-the-art technology, built by Chris over the past three years. (See previous article about Chris accomplishments.) A major perk to the job is having the title Director of Information Technology – a voting Board of Directors position.

If you’re interested in this position, please contact President-Elect Carole Kaptur, at 239-533-7328.

Consider Joining a Special Interest Group to Enhance Networking Skills

If you'd like to improve your networking skills, meet other ASTD members with similar interests, or learn a new skill, then SIG is for you!

SIG, or Special Interest Groups, are getting underway in six diverse arenas. Many chapters across the U.S. have strong SIG programs, primarily because there's not enough time during chapter meetings to really get to know other members.

The intent of this program is to provide networking opportunities with a group of people who share common business interests. These groups, in turn, will allow individuals to meet and learn from other ASTD members.

Under the leadership of Director-at-Large Lorna Kibbey, the Chapter has established the following groups and their assigned facilitators:

1. Corporate – Jody Pugh
2. Independents – Lorna Kibbey
3. CPLP (Certified Professional for Learning and Performance (CPLP) – Sherry Kessel
4. Best Practices – Mike Fischer
5. Collier County – Libby Anderson
6. Education (College and University) – David Jaffe and Edwina Sanders

We are now looking for interested participants. Each group will decide its best method of communication, such as e-mail, telephone, or face-to-face meetings.

If you are interested in participating in a SIG, please send a message to

LKibbey@LKibbey.com

She will give you the needed information.

2008 Chapter Program Lineup

July 2008 – No Meeting

July 26 (9 a.m. to noon) – Master Class for Trainers (See First Article)

August 20 – Luncheon (With HR Collier) – “Thinking Creatively” – Doug McGregor of Ft. Myers News-Press
Naples Country Club, Naples

September 17 – Luncheon

“POW” – Psychology of Winning with People – David Jaffe

October 15 – Luncheon

“*Current Economic Trends That Affect Training in Southwest Florida*” – Panel Discussion by Lee County's Economic Development Dept.

Nov. 16 – Networking 4-6 p.m.

“Coaching and Mentoring” – Louise Senneff

December 17 – Dinner

Member Celebration/Annual Auction

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2008 Chapter Board of Directors

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