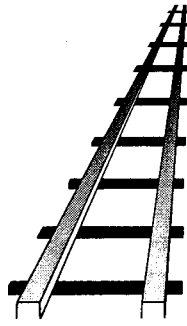




January 2008



TRAINING TRACKS

The American Society for Training and Development (ASTD) is a national organization serving the needs of training and education specialists since 1944. Southwest Florida chapter members share a common vision to promote quality, competence, and professional development of all members. The Southwest Florida Chapter was chartered in 1990.

January 16 Dinner Meeting:

Come and Learn All That's Available from ASTD's National Resource Vault

Be sure to mark your calendars for the evening of January 16, when we launch our first meeting for 2008. **Meeting theme:** *Navigating the New ASTD Website*, brought to you by **Nicole Theodoropoulos**, ASTD Chapter Coach for Eastern States. She's flying in from National ASTD in Virginia just for our chapter.

Nicole's informal presentation will cover how to navigate ASTD's new website (www.astd.org) and gain access to some of the most important information, links, tools, and resources that ASTD national offers. (See photo and bio, page 3.)

Among her topics:

- Navigating the Chapter Leader Community Site
- How to access available toolkits
- Where to find, read, and use free content
- Publications
- Job bank, certifications, and more

Please check out the new national website prior to the meeting, and bring questions for Nicole.

Date: Wednesday, January 16, 2008

Time: 5 p.m. (registration/networking) to 7:30 p.m.

Location: Hilton Garden Inn, Summerlin Road and College Parkway, Ft. Myers

Program Cost: \$20 for members; \$25 for guests

Menu: *Crab stuffed flounder or sliced pork tenderloin (included in the program cost).* [Please indicate your selection when you register; if none is made you will receive the tenderloin.]

(Members who make reservations but who do not cancel by the deadline – Noon Monday, January 14 – will be billed. Remember: Reservations are highly encouraged; we can't guarantee a place at the meeting without them.)

To make reservations, register online at www.astdswfl.org, send an e-mail to David Jaffe at djaffe101@comcast.com or call him at 239-432-9950. (Reservation deadline is NOON Monday – January 14.)

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HOW TO REACH US

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Web:
www.astdswfl.org

Phone: 239/432-9950

President's Message

2008 Chapter Outlook: Two In-Depth Training Programs On Tap for Chapter Members Only



Geri McArdle

It is my privilege to serve as your new chapter President, and I'm very excited about the goals and direction our chapter is taking in 2008.

We'll be building on the success of our 2007 President Jody Pugh's one-page game plan. Results of our recent survey show we're on the right track toward fulfilling the needs and expectations of our members. Nearly three-quarters of those who completed our survey stated they're extremely satisfied, very satisfied, or satisfied with our chapter, its goals, and its accomplishments. Excellent results!

For the first time in many years, we have a full complement of board members and officers to lead us to new horizons. They include:

- President-elect – Carole Kaptur
- Treasurer – Mike Fischer
- Director of Information Technology – Chris Jones
- Secretary – Daralene Jones
- Vice President, Membership – David Jaffe
- Vice President, Community Outreach – Charlie Ingram
- Vice President, Programs – Nancy Smith
- Director at Large – Jim Jacoby
- Director at Large – Lorna Kibbey
- Director at Large – Edwina Sanders
- Immediate Past-President – Jody Pugh

Congratulations to each of you for stepping up to the plate and serving as our leaders for the coming year.

Here's the exciting news regarding our new training programs.

First Program Theme: Building Knowledge Through ASTD Competencies

Similar to the program we ran several years ago, we'll be conducting an in-depth training program in three tracks for all chapter members. Those who complete the programs will receive training certificates suitable for framing or at least submission to your human resources department for your education file.

Courses will be delivered as chapter meeting presentations based on the nine ASTD competencies. Topics will be presented as three learning tracks of three competencies each. To receive a certificate for any or all three competencies, members must attend all three presentations within each track.

Second Program Theme: Training for Master Trainers

Three courses will be offered on selected Saturdays throughout the year for trainers with a minimum of three years' experience. Certificates will be awarded for completion of each of the three topics.

We'll keep you apprised of what's happening in the chapter through president's e-mail messages, plus quarterly newsletters. You're all invited to observe our monthly board meetings, held the first Friday of each month (see new entry in our website which provides times, dates, and location).

During November, we held an outstanding retreat to plan for 2008; many exciting new ideas were discussed. Obviously we can't launch them all, but we need your input regarding where to place our priorities. You can get involved by joining a committee and being active.

My wish to you for this coming year: Join us as we explore new opportunities, experience new learning, and meet new people – to make 2008 the best ever!

Geri McArdle

Chapter President

trainingdoctor@earthlink.net

Meet Your New President

Geri McArdle, Ph.D., is a founding member of our Southwest ASTD chapter. A world-renown educator, she is one of our nation's leading researchers on training trends, and in particular, the changing competencies required by learning and development practitioners.



Geri McArdle

Her current full-time position is Director of Volunteer Services for the Lee County Chapter of the American Red Cross. Previously she was an AmeriCorps member in Florida, serving on disaster operations and training.

She has served as the coordinator of a Ph.D. program in leadership education and human resource development at Barry University in Ft. Myers, Florida for the past four years.

Geri obtained her Ph.D. from Syracuse University. She is Harvard postdoctoral fellow at the Philosophy of Education Research Center, and was bestowed the "outstanding faculty" member award at Johns Hopkins University. She has been a consultant in the Human Resource field for 18 years and has published 11 books on human resource performance, training, and technology.

ASTD's *Training & Development Magazine* recently voted her one of seven master trainers worldwide. She's been featured twice during the past seven years in that magazine.

Geri's consulting clients include GE, Xerox Corporation, the World Bank, Burger King, and Citicorp in the corporate world. Within the U.S. Government, her clients include the White House, the Department of State and the Office of Personnel Management.

Meet Your January Speaker:

Nicole Theodoropoulos

ASTD Chapter Coach for Eastern States

Flying in from ASTD National Headquarters in Alexandria, VA, **Nicole Theodoropoulos** will be our speaker for our January 16 chapter meeting.

A recent addition to ASTD's national staff (joining midyear in 2007), Nicole holds a bachelor's degree from the University of Virginia, and a master's degree in Public Administration from George Mason University.

She has lived in Greece and Spain, and has a background in management consulting, as well as experience in coaching people in the fitness area.

In addition to her role with ASTD, she works as a certified personal trainer and group exercise instructor.

Nicole previously worked for Proudfoot Consulting as a process consultant, and at several law firms as a real estate/financial products paralegal.



Nicole Theodoropoulos

Free Newsletter Training Available

If you've ever wanted to try your hand at writing articles for a newsletter, or experimenting with publication design, here's your opportunity! Please consider joining our Communications Committee for one-on-one hands-on coaching.

Jim Jacoby has volunteered to be editor of our Training Tracks newsletter on an interim basis until someone "steps up to the plate" to continue this function. For information, please call Jim at 239/390-1522 or send him an e-mail at JacobyJ@aol.com.

TRAINING TRACKS EDITORIAL STAFF

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Geri McArdle, Ph.D., President; E-mail: trainingdoctor@earthlink.net. Phone: 239/278-3401

MEET YOUR 2008 BOARD OF DIRECTORS



Here are the members of your Board of Directors for 2008 (from left to right): **Chris Jones**, Director of Information Technology; **Carole Kaptur**, President-Elect; **Daralene Jones**, Secretary; **Mike Fischer**, Treasurer; **Charlie Ingram**, Vice President, Community Outreach; **Nancy Smith**, Vice President, Programs; **Lorna Kibbey**, Director at Large; and **Jim Jacoby**, Director at Large.

Missing from the picture: **Geri McArdle**,

President; **David Jaffe**, Vice President, membership; **Jody Pugh**, Immediate Past-President, and **Edwina Sanders**, Director at Large.

Leaving our 2007 Board are **Sue Ruland**, former Vice President, Programs; **Jeni Dyess**, Director at Large; and **Peggy Salvesen**, Director at Large.

Our heartfelt thanks to those joining or staying on our board for 2008, as well as to those who served on the 2007 board.

CHAPTER MEETING CALENDAR FOR 2008

Here are the dates for our 2008 chapter meetings. All meetings will be held at the Hilton Garden Inn in South Fort Myers unless otherwise indicated:

- January 16 – Dinner
- February 20 – Lunch
- March 12 – Lunch with Human Resource Management Assn. of Southwest Florida at Cypress Lake Country Club in South Fort Myers
- April 9 – 4-6 p.m. (hors d'oeuvres with cash bar)
- May 21 – Lunch at Marriott Hotel, Town Center Mall in San Carlos Park
- June 18 – Dinner
- [July – no meeting]
- August 21 – Lunch with HRCollier at Naples CC
- September 17 – Dinner
- October 15 – Lunch
- Nov. 19 – 4-6 p.m. (hors d'oeuvres with cash bar)
- December 17 – Dinner

Winners Named for *Excellence In Employee Development Awards*

Winners of the 2007 Excellence in Employee Development Awards were named this week by the Southwest Florida Chapter of the American Society for Training and Development (ASTD). Nomination categories include: (1) *Excellence in Employee Development* – recognition of a company or organization that has demonstrated a commitment to helping employees develop their skills and continue their education, and (2) *Trainer Excellence* – recognition of an individual who exemplifies excellence in delivering training in an innovative, motivational, and inspiring way.

Winners are *Eye Centers of Florida*, Fort Myers, which won the Organization Employee Development Award, and *Sherry Kessel*, Adult Development Director for the Girl Scouts of Gulfcoast Florida, Inc., Sarasota, who won the individual Trainer Excellence Award.

Eye Centers of Florida garnered the top award for their all-encompassing employee training program. Under the leadership of **Susan Anderson**, Corporate Trainer, the firm created a Training and Performance Committee that directs their learning-based opportunities derived from such data as patient and employee surveys and financial reports. Among their activities: providing time and financial support for employees to become nationally certified in

their profession, a strong program supporting continuing education, monthly just-in-time training sessions to ensure compliance with the latest healthcare regulations, and a special training program for customer support personnel which decreased financial documentation errors by 40 percent.

Taking top individual honors, **Sherry Kessel** has continued her long-standing dedication to the Girl Scout organization. She manages 2,000-plus adult staff and volunteers who service more than 10,000 girls in troops within the 10 Southwest Florida counties. She is certified as a National Instructor of Trainers for Girl Scouts and recently achieved the status of Certified Professional in Learning and Performance (CPLP) by ASTD.

Among the organizations receiving Honorable Mention awards were three teams from **Lee Memorial Health System** (Human Resources, Leadership Development, and Learning Services), Southwest Florida; **SCORE Chapter 573** of Naples; **Apollo Information Services** of Fort Myers; **Lifetouch National School Studios IM Territory**, Fort Myers; and **Goodwill Industries HR/Admin Team**, Fort Myers.

Honorable Mention for the Individual Trainer award went to **Lorna Kibbey**, president of Kibbey Leadership Solutions of Fort Myers.



TOP WINNERS

Organization Award: (Left photo) Kelly Metz (l) and Susan Anderson of Eye Centers of Florida [with Charlie Ingram of ASTD]
Individual Award (Right photo) Charlie with Sherry Kessel of Girl Scouts of Gulfcoast Florida.





Charlie Ingram (ASTD) with Ken Bodenhamer of Goodwill Industries.



Three teams from Lee Memorial Health System: from left: Maryann Windey, Ginny Bressler, Lorin Todd, Carol Simonds, Rhonda Hansen, Linda Mueller, and Denise Sentner.



Charlie with Phyllis Whitney, Apollo Information Services



Charlie with Lorna Kibbey, Kibbey Leadership Solutions

Honorable Mention Award Winners



Gregory Nelson, SCORE Chapter 573



Eddie Ortiz, Lifetouch National School Studios, IM Territory, with Charlie

Silent Auction Garners More than \$1,000 for Chapter

Thanks to the donations of a wide variety of gifts from 23 organizations, our December 5 silent auction raised more than \$1,000 for our chapter's community support activities for 2008.

Our deepest thanks for all who participated in gathering and donating the following gifts:

- A one-to-three-hour training presentation on "Slow Down, You Move Too Fast" – Jackie Ferguson
- 18 holes of golf at Whiskey Creek Golf Club – Daralene Jones
- Duplicate 18 holes of golf – Daralene Jones
- Girl Scout Cookie and Candy Basket – Daralene Jones and Sherry Kessel
- Oral B Professional Care Toothbrush Kit – Melanie Pugh, DMD, PA
- Rejuv Spa Facial Gift Certificate – Jody Pugh
- Institute of Government Open Enrollment Gift Certificate for up to four employees – Joanne Hartke
- Framed Photograph of Holland Seaport – Jim Jacoby
- Framed Photograph of Russian Painter – Jim Jacoby
- Two Tickets to Broadway Palm Theater – Jim Jacoby
- Gift Certificate to First Watch Restaurant – Jim Jacoby
- Duplicate Gift Certificate to First Watch – Jim Jacoby
- \$50 Gift Certificate for Dinner for Two at Veranda Restaurant – Jim Jacoby
- Autographed Book Written by Geri McArdle
- Duplicate Autographed Book – Geri McArdle
- Hotel Stay at Hilton Garden Inn – Jim Jacoby
- Gift Certificate for Seminar at Small Business Development Center -- Dan Regelski
- Gift Certificate at Sunshine Café – Daralene Jones
- Mr. Kleen Auto Dry Carwash – Kathy Caldwell
- Costco Wholesale \$25 Gift Certificate – Jim Jacoby
- \$50 Savings Bond from Wachovia Bank – Jim Jacoby
- Novice Class Seminar Training Series at Business & Industry Services of Lee County School District – Nancy Smith
- Media Class Seminar Training Series at Business & Industry Services of Lee County School District – Nancy Smith
- Gift Certificate for 5,000 printed sheets from Blue Results Printing, Graphics, and Publishing Services – Jim Jacoby
- Gift Certificate for tickets to the Everblades – Laura Rhoad, Pall Corporation



HERE'S A SPECIAL THANKS

(Left Photo) Chapter President Jody Pugh presents a commendation plaque to Sue Ruland who provided outstanding service as Vice President of Programs during 2007.

(Right Photo) Turnabout is fair play – Daralene Jones. Past President, presents a commendation (with an autographed book) to Jody Pugh for his outstanding performance as Chapter President during 2007.



You're Invited to Our Monthly Chapter Board Meetings

Chapter members are welcome to observe our monthly Board of Directors meetings to get deeper insight into our Chapter activities.

Meetings are held the first Friday of every month, beginning at 3 p.m. at the Lee County headquarters of the American Red Cross. The facility is located in Suite 7, 6310 Techster Boulevard, just off the northeast quadrant of Daniels Road and Metro Parkway in South Fort Myers. Call 239/278-3401 for directions.

Here's the schedule for 2008:

- February 1
- March 7
- April 4
- May 2
- June 6
- August 1
- September 5
- October 3
- November 7
- December 5

TRAINING TRACKS ADVERTISING RATES

Size	1 month	2 months	3 months
Business Card (2x3-1/2)	\$15	\$25	\$35
Qtr page (4-3/4 x 3-3/4)	20	35	50
Half page (4-3/4 x 7-1/2)	40	70	100
Full page (7-1/2 x 9-1/2)	70	120	160

Camera ready artwork must be submitted by the 7th of the preceding month to Jim Jacoby, Editor, Phone 239/390-1522. E-mail: JacobyJ@aol.com.

April Newsletter Deadline

Deadline for submitting articles for the April issue of *Training Tracks* is noon Friday, March 15.

If you would like to advertise your business or post an employment or contract opportunity, please send your information to Jim Jacoby: JacobyJ@aol.com, or call him at 239/390-1522.

Job postings will be listed here in *Training Tracks* and announced at all Chapter Meetings.

2008 BOARD OF DIRECTORS

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