

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.

## February 2003 Dinner Meeting

### Coaching with Linda Farnsworth

**“Role of the Coach”** – the second session in our new trainer competencies program series – will take place on Wednesday, February 19, at the Hilton Garden Hotel in Ft. Myers. (See page 4 about our competency program.)

Our speaker will be *Linda Farnsworth*, Director of the Corporate University for Southern Management Corporation, coming to us from Virginia.

In 1995 a personal success coach helped Linda focus on her very own purpose. She wanted to know deep inside that her career and life truly reflected her heart’s desire. Among her questions: “Was I serving my purpose? How would I know? What was preventing me from seeing it?” *Coaching made the difference.*

At our meeting on February 19, Linda will share her approach to personal coaching. (For more about Linda, see page 3.) As we consider a role of coaching for ourselves, Linda will specifically address the need to:

- Ask questions.
- Establish specific actions within a set timeframe.
- Determine important personal needs and issues.
- Focus on the future.

**Join us at next week when we explore the “Role of the Coach.”**

**Date:** Wednesday, February 19, 2003  
**Time:** 5:00 p.m. to 7:30 p.m.  
**Location:** Hilton Garden Inn, corner of Summerlin Road and College Pkwy.  
**Menu Choice:** Beef Stir Fry or Stuffed Tomato with Chicken Salad. (Please make your selection at the time of your reservation. If you do not select a menu, you will automatically receive the Beef Stir Fry.)  
**Cost:** SWFL ASTD Chapter Members - \$17  
 Guests - \$20  
 Guests accompanied by a member - \$15  
 Students - \$15

**To make reservations, either call the ASTD Hotline at 239/338-6765 or send an e-mail to Monty Montgomery at [monty1LAMP@comcast.net](mailto:monty1LAMP@comcast.net)** (Members who make reservations but who do not cancel by the deadline will be billed.)

**Reservation deadline is NOON on Monday, February 17.**

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*This Month’s Sponsor:*

**Jim Jacoby**

Offering a series of eight business writing seminars through Florida Gulf Coast University and Edison College.



Management  
Communications  
Consultants

## *President's Message*

I will never forget that February night driving home, in a blinding snowstorm, from a meeting in Boston to my home 18 miles outside of the city. A Nor'easter was bearing down on New England and had already dropped a foot of snow on Eastern Massachusetts. The sun had set an hour earlier, temperatures were hovering around 28 and the wind was howling . . . blowing snow back onto the already barely passable road.

I tuned into a local radio station to get an update on the storm. The weather forecaster, excited to have his biggest story of the winter, was shouting through my radio: "Folks, this is a big one and we are almost at zero visibility out there on the highways. If you are out there on the roads and can hear me, **make yourselves visible!**"

Many times I have thought about those words as I looked to my own career and how I might plan to improve my visibility with my employer or clients. Some ideas I came up with were:

- **Slow down** - Take stock of knowledge, skills, and interests.
- **Don't stop** - Determine a plan for developing new skills and gaining new information.
- **Watch for flashing lights** – Identify organizational problems that need solving and determine how to impact their positive resolution.
- **Find the clearest lane** – Target ideas into an effective marketing campaign.
- **Turn on your lights** - Get visible!

**What can you do to make yourself more visible?** Consider joining your ASTD Chapter at one (or all) of our dinner meetings. We have a year-long program dedicated to building competencies to help you fine-tune your own competencies and build new ones. Volunteer to work on a committee – you'll learn a lot, meet new people and make a valuable contribution to your chapter. Participate in one of our outreach programs – we need volunteers to help plan and organize these events. The more you do the more you learn – and the more valuable your knowledge and experience become to your employer or your clients.

*Cheryl Hanson*  
Chapter President

### *Meet our Newest Member:*

## *Jodi E. Clarke*

Jodi is a Program Coordinator with the Center for Professional Development (Dept. of Continuing Ed) at Edison College, Lee Campus. In this position, Jodi coordinates the Recreation/Leisure and Arts and Foreign Languages courses as well as handling a grant project through the SWFL Workforce Development Board. She's been doing this for a little more than one year. Prior to her job at Edison, she was in the field of counseling.

Jodi has a Masters' Degree in Community Mental Health Counseling. She does part-time contract work as a group therapist at the Children's Advocacy Center in Fort Myers. Jodi expressed her reasons for wanting to join ASTD as her interest in networking with members and for professional development.

She can be reached at [jeclarke@edison.edu](mailto:jeclarke@edison.edu)

## Competencies Program Can Help You Maintain a Competitive Edge!

By Geri McArdle, Ph.D.  
VP of Programs

**W**hy would a company hire a trainer? You can think of a dozen specific problems that a company might try to solve by setting up a training program.

A company hires a trainer to produce a change in its operation. In today's marketplace, the trainer is the agent for change.

The *Training Track Certification Program* sponsored by our Chapter provides you with an opportunity to acquire the skills and experiences necessary to be competitive, and meet today's marketplace challenges.

The *Certification Program* was created to emphasize trainer/OD competencies. This Program consists of three "training tracks" – Trainer Roles, Training Strategies, and Practitioner Skills.

Each month the Chapter will present a "learning program" featuring one of the areas of competence. Chapter members who attend these cluster programs will receive a Certificate of Completion for each cluster of programs they attend. When you attend a chapter meeting, you will receive a personal checklist to ensure you complete one or more of the training tracks. (See page 5.) These completion certificates can serve as evidence to your management of your dedication to your professional development.

### Quick Skill Check

- Do you know the roles trainers play?
- Can you develop a training skit?
- Do you know how to use cartoons in your presentations?
- Do you know the latest theory on training evaluation?
- Can you design training to motivate?

Even if you answered all six questions "yes," join our Chapter group each month for learning, network and fun. Make new friends, and learn new things! For more information, call Dr. McArdle at 239/278-3054.

Meet This Month's Speaker – Coach Extraordinaire

## Linda Farnsworth

**"To creatively serve by creating for myself and others opportunities and environments for lifelong learning and growth so all can reach their full potential."**

That quotation is Linda Farnsworth's favorite description of coaching. She believes it's "about recognizing that everyone is acting with intention and making choices that are consistent with what he or she finds important, meaningful, and satisfying." (*Leading From The Inside Out*, Bianco-Mathis, Nabors & Roman.)

As a coaching expert, Linda's career includes 30 years in the field of education, development and training. As Director of a Corporate University, she oversees their training and organization development functions. She holds a Graduate Certificate in Organization Development from Marymount University, an M.Ed from George Mason University, and a B.A. in American Civilization from Wilson College.

### Sponsor Advertisement for February

#### Successful Business Writing Begins and Ends With Seminars Delivered by Jim Jacoby

As a leading Southwest Florida expert in business writing, Jim Jacoby (president of *Management Communications Consultants*) annually delivers more than 50 seminars covering eight key subjects. His courses – offered through both *Florida Gulf Coast University* and *Edison College* – include writing letters, memos, e-mail, reports, policies and procedures, meeting minutes, and grammar/punctuation. All seminars offer CEUs.



*His focus:* to provide the tools and strategies participants need to deliver messages that are *clear, concise, and understandable – the first time they're read*. His courses feature: (1) comprehensive resource manuals, (2) written exercises with personal critique, and (3) lots of fun.

Call Jim at 239/390-1522 to learn why more than two dozen organizations rely on him to deliver their writing classes. Or send e-mail: [JacobyJ@aol.com](mailto:JacobyJ@aol.com).

## ASTD SWFL Chapter 2003 Trainer Certification

Training Track	Meeting Date	Developmental Opportunity	Completed
<b>Track 1: Roles</b>			
Trainer Roles	January 15	Clarifying roles and expectations of trainers	
Coach	February 19	Developing partnerships Assessing client needs Setting goals with client Mentoring for personal/professional development	
Facilitator	March 19	Lead discussions Foster communication Monitor group process	
OD Specialist	June 18	Identify organization systems Learn how organizations change and develop	
<b>Track 2: Strategies</b>			
Training Techniques	April 16	Use drama as training alternative Learn how to develop dramas Apply sketch to current training need	
Adding Humor	August 20	Determine when and how to use humor Make training sessions more fun and interactive	
Measuring for Results	November 19	Determine what to measure Select a method for measuring Assessing results	
<b>Track 3: Practitioner</b>			
Improving Quality	September 17	Set performance measures Track performance measures Motivate employees to use and accept changes Evaluate results	
Building Teams	October 15	Developing trust within teams Valuing differences Utilizing team strengths for benefit of the organization	
Motivating Employees	December 17	Identifying and valuing individual differences Setting goals for behavior change Rewarding positive behaviors	

### Here's the Latest on Our New Program to Enhance Member Training Competencies

**O**ur chapter's new program to enhance trainer competencies got off to a great start in January with the theme of *The Roles Trainers Play*.

*To keep track of the chapter meetings you attend (and thus receive a Certificate), use the checklist at left.*

The overall competency program involves three trainer tracks: *Roles*, *Strategies*, and *Practitioner*. Members must attend all associated meetings to receive a certificate for that respective track.

*For Track 1 – The Roles:* Chapter members must attend four sessions – Trainer Roles, Coach, Facilitator, and OD Specialist.

*For Track 2 – Strategies:* Members must attend three sessions – Training Techniques, Adding Humor, and Measuring for Results.

*For Track 3 – Practitioner:* Members must attend three sessions – Improving Quality, Building Teams, and Motivating Employees.

**Objective** of this overall program is to enhance members' consulting and training knowledge and skills.

Its **Benefits:** By participating in these programs, you'll gain the where-with-all to:

- **Apply** best practices in consulting and training initiatives.
- **Discover** practical, cutting edge, day-to-day useful instructional strategies and activities.
- **Achieve** greater recognition for your professional contribution and impact within your organization.

For more information about the program, please call Dr. Geri McArdle of Barry University at 239/278-3054. Or, send an e-mail to: [gmardle@mail.barry.edu](mailto:gmardle@mail.barry.edu)

*Meet Your New 2003 Board Members:*

***Daralene Jones, Eileen Wickeri, Geri McArdle, Ph.D, Liz Martin, Ryan Combs, and Vivian Seely-Troiano***



**Daralene Jones, Secretary**, has served many roles, including Chair of the Brandon Fire Department Board of Fire Commissioners and Chair of the Board of Directors of the American Red Cross, Amherst Branch. Elizabeth Dole presented her with the highest American Red Cross Award: the *Clara Barton Award*. Daralene has taught safety and first aid courses in New York and Connecticut and was the first female firefighter in the Amherst/Clarence Fire District. She's a registered Girl Scout and is a national delegate/alternate in Southwest Florida. She is a nationally certified Instructor-of-Trainers with Girl Scouts of the USA and is accredited by the World Association of Girl Guides and Girl Scouts.



**Eileen Wickeri, VP of Membership Development**, was born and raised in New England but has been a Florida resident since 1970. She works with the Department of Children and Families and has since 1981. Currently she is the training manager for District 8 where she supervises the Economic Self-Sufficiency and Staff Development trainers. She is a certified trainer and application specialist in Process Management, Quality Improvement and Control (QIC) Stories and is certified in Essential Trainer Skills. She is a member of the Association for Training and Development and has presented workshops at conferences throughout the country. She has two married daughters, three spoiled cats, and enjoys movies, traveling, and decorating.



**Geri McArdle, Ph.D., VP of Programs**, is a charter member of our Southwest Florida Chapter of the American Society for Training and Development. She is currently the Coordinator for the Doctor of Philosophy in Leadership & Education Program, Human Resource Development Specialization at Barry University in Ft. Myers. She is also a Senior Course Leader for the American Management Association and has been for the past seven years. She has authored several books and recently completed a book for AMACOM publications, *Change Agent Field Guide*.



**Liz Martin, Treasurer**, is an independent performance consultant with more than 17 years experience in Organizational Development, Human Resource Management, and Systems Development. She's owned her own full-service performance consulting firm since 1993. Liz has a Masters' Degree in Business Administration from the University of North Carolina, Greensboro, where she was a Bryan Fellow. Her undergraduate degree is from Wake Forest University. Liz is certified as an Instructor and Master Trainer by four organizations: Development Dimensions International in Interaction Management, Strategies for High Involvement, Techniques for an Empowered Workplace, and ServicePlus.



**Ryan Combs, Director at Large**, is an independent consultant and the president of Teamwork in Action. He has been involved in training and development for seven years and recently received

his Master's degree in HRD at Barry University. During his career as an Experiential Trainer, Ryan has worked with over 14,000 participants to help them foster group cohesion, increase problem-solving skills, improve communication, and enhance leadership. Ryan and Laura are expecting their first baby around the end of March . . . and they don't know yet if they are having a girl or a boy!



**Vivian Seely-Troiano, SPHR, Director at Large, and Editor of *Training Tracks***, specializes in helping leaders and organizations identify, discuss, and take action on trust-related issues in the workplace.

She is a certified member of the Reina Global Trust Building Network. She also offers services in Human Resources Management, Training and Development. Vivian is currently pursuing her Ph.D. degree at Barry University in Leadership and Education with a HRD specialization. She also holds an MBA in management and a BBA in marketing.

She has earned both the Professional in Human Resources (PHR) and the Senior Professional in Human Resources (SPHR) certifications.

After working throughout last year as Associate Editor of *Training Tracks*, she was promoted to Editor for 2003.

## 2003 BOARD OF DIRECTORS

### President

Cheryl Hanson 239/573-7228  
[Ckhanson@earthlink.net](mailto:Ckhanson@earthlink.net)

### President-Elect

Keith S. Grossman, Esq. 239/335-2991  
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### Vice President of Membership Development

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### Directors at Large

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### Immediate Past President

Karen Endersbee 239/498-8491  
[KarenEndersbee@wcicomunities.com](mailto:KarenEndersbee@wcicomunities.com)

## SWFL ASTD January Meeting: “You Can Leave Your Hat(s) On”

Our January meeting was held at our new location, the Hilton Garden Inn, 12600 University Drive. With our Chapter theme for 2003 as “Let’s Get Visible,” Jackie Ferguson and Joanne Hartke did a wonderful job at that meeting in kicking off our programs for the year – and giving us ideas as to how to “get visible” as professionals. The purpose of their program was to help us differentiate between the different roles we play, professionally and personally, and how to get some of our professional needs met. And who among us doesn’t want that?

The duo identified our different roles as:

- Teacher/Trainer
- Coach
- OD specialist
- Facilitator

Within each of these roles, they identified some of the competencies needed. Audience participation was invited to complete the list of competencies. A group activity was also included to help each of us focus on our developmental needs. Thanks to Jackie and Joanne for an extremely worthwhile evening. Future programs will continue this exploration into how to develop professionally and help make all of us “more visible.”

The informative and fun evening concluded with the 50/50 raffle money and book, *How To Conduct Seminars and Workshops*, being won by Janet Earls, Director of Visible Progress at Sitkins Group, Inc. Congratulations to Janet.

January Speakers Jackie Ferguson (left) and Joanne Hartke get set to go “on stage.”



## Chapter Lending Library Of Training Publications Now Open During Meetings



Bonnie Olson examines one of the many books and publications available from our lending library.

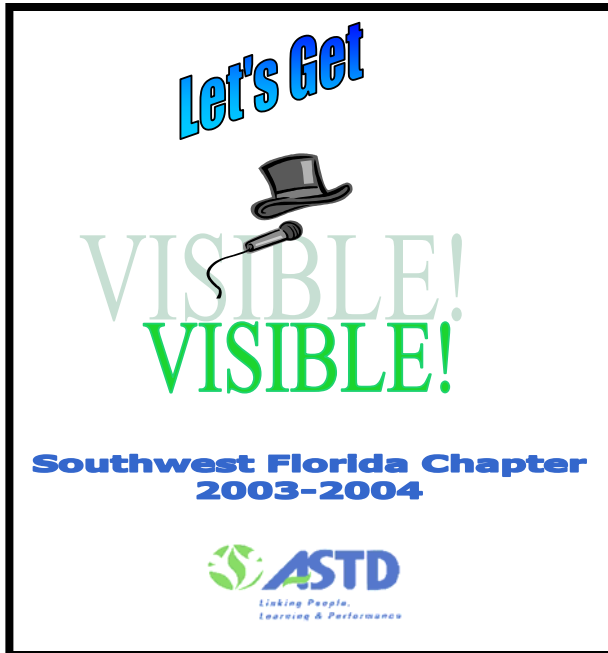
Only two months old and going strong is our Chapter’s Lending Library of training-related publications. On tap are both hardcover books and various soft-cover publications covering the gamut from e-learning to presentations to training gadgets.

The publications are available at least 45 minutes before meetings (4:15 p.m. on the third Wednesday of each month), and at least a half hour following the meetings. There’s a small sign-out box containing 4x5 cards for each publication. Borrowers may take one or more books out, provided they return them during the following month’s meeting. The library is open *only* to Chapter Members.

We’re always looking for more publications should you like to add some from your own library – provided the information is still appropriate in today’s fast-moving world. If you have any questions regarding the library, please call Jim Jacoby at 239/390-1522 or send him an e-mail at [JacobyJ@aol.com](mailto:JacobyJ@aol.com)

## Next Month’s Meeting: A Luncheon!

Mark your calendars now for March 19, when we’ll have our first luncheon of the year. The subject will be the third in our training competencies series, entitled: “*Facilitator*,” presented by Anne Schroeder. Location will be The Hilton Garden Inn, Summerlin Road and College Parkway. Networking at 11:30 and lunch at noon. Cost: the same as for dinner meetings.



## KUDOS KORMER ...

**TRAINING TRACKS** again turns the spotlight on those Chapter members who have gone the “extra mile.” This month, our hats are off to:

- **Geri McArdle and Programs Committee** for establishing certifications and providing a program checklist.
- **Duane Rice and GE** for hosting the Board Retreat on January 10 and providing lunch.
- **Geri McArdle and Barry University** for providing copying of Board Retreat materials.
- **Jim Jacoby** for photo presentation at dinner meeting and setting up the library.
- **Daralene Jones** for the table decorations at the January dinner meeting.
- **Margaret Pace** for volunteering to work as part of the dinner meeting registration team.
- **Janet Earls** for winning the January 50/50 raffle and door prize.

## Remember:

### DUES ARE DUE for 2003!

Cost is only \$40, a small price to pay for so many opportunities and services. Plus, there will be even more benefits coming this year for members only. So if you haven't yet sent in your check, bring it with you to our February meeting on the 19<sup>th</sup>. Otherwise, post it in the mail to SWFL ASTD Chapter, PO Box 07223, Ft. Myers, FL 33919.

## Reminder:

### Meeting No-Shows Are Responsible for Payment – No Exceptions

Remember that if you sign up for a Chapter Meeting and don't show, you're still responsible for paying the appropriate fee. Collection will be strictly enforced. Anyone attending a meeting is responsible for paying the registration fee – whether or not eating a meal.

The Chapter cannot afford to have no-shows, since we're operating very tightly in striving to bring you good food at a reasonable cost. No-shows can seriously affect our cash flow. Thanks for your understanding. Any cancellation beyond Monday noon preceding the Chapter Meeting will be billed.

## TRAINING TRACKS EDITORIAL STAFF

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## February Board Highlights

The SWFL ASTD Board of Directors met on February 7. Here are the highlights:

### **Resignations/Appointments:**

- Resignation of Daralene Jones as Treasurer and appointment to position of Secretary
- Appointment of Liz Martin as Treasurer
- Appointment of Vivian Seely-Troiano as *Training Tracks* editor and Director at Large

**Meeting Sponsorship Program** – The Board identified three levels of sponsorship for dinner meeting programs: \$50, \$100, and \$200. Anyone interested in becoming a sponsor should send an

e-mail to Ryan Combs at:

[ryan@teamwork-in-action.com](mailto:ryan@teamwork-in-action.com)

or call him at 239/948-3172.

**Leadership Committee** – The Board approved a change in the structure of the Leadership Committee, making the President-Elect Chair of the committee. This committee is responsible for identifying new leaders, sponsoring leadership events, and slating officers for the upcoming year. If you would be interested in serving on this committee, contact Keith Grossman at [keith@attorneygrossman.com](mailto:keith@attorneygrossman.com) or call him at 239/335-2991.

### **Your February Meeting Checklist:**

Have you:

- Made your reservation for the February 19<sup>th</sup> meeting?
- Notified us of your dinner selection?
- Remembered to bring and wear your “Let’s Get Visible” button?

### **We need your help....**

We’d like to build an archival history of our Chapter but we need your help. Anyone who has any past Chapter documents, such as newsletters or Board Minutes, and is willing to share them with the Chapter, please let Jim Jacoby know. E-mail: [JacobyJ@aol.com](mailto:JacobyJ@aol.com) Or call him at 239/390-1522.

### **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 7<sup>th</sup> of the preceding month to Vivian Seely-Troiano, Editor, Phone 239/596-9663. E-mail: [vseelytroi@earthlink.net](mailto:vseelytroi@earthlink.net)

### **March Newsletter Deadline**

**Deadline for submitting articles for the March issue of TRAINING TRACKS is noon Saturday, March 1. If you would like to advertise your business or post an employment or contract opportunity, please send your information to Vivian Seely-Troiano at [vseelytroi@earthlink.net](mailto:vseelytroi@earthlink.net) or call at 239/596-9663. Job postings will be listed here in TRAINING TRACKS and announced at all Chapter Meetings.**

### **April Food Drive**

We will once again be holding a food drive in April for the benefit of the Harry Chapin Food Center. Look for details in March Newsletter.

### **How to Reach Us . . .**

Hotline: 239/338-6765

Mail: PO Box 07223 Ft. Myers, FL 33919

Web: [www.astdswfl.org](http://www.astdswfl.org)