



TRAINING TRACKS

SW Florida Chapter
March 2003

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.

March Luncheon Meeting:

“The Trainer as a Facilitator” with Anne Schroeder

Join us on March 19 for our first luncheon program of the year!

On tap is the third session of our new series designed to build trainers' competencies – *"The Role of the Facilitator."* This month it's about the skills we need for facilitation. Our presenter will be **Anne Schroeder**, President of Schroeder Management Consultants. (See biography on p. 7.)

Among the topics she'll be covering:

- The difference between facilitating, training, and leading
- The spectrum of facilitation – from directive to non-directive
- Ways to practice your facilitation skills everyday
- What to look for if your organization wishes to contract with a facilitator

Anne's introduction to the concept of facilitation opened an important door in her life, at a time when she was studying facilitation skills with Synectics, Inc. in Cambridge, MS. (Her primary job then was Assistant Professor at a college in Baltimore.)

After learning the difference between facilitating and leading, Anne's teaching was never the same. Moreover, her outlook on helping groups achieve their goals was altered forever.

Join us at our next meeting when we explore the Role of Facilitator.

Date: Wednesday, March 19, 2003

Time: 11:30 a.m. to 1:15 p.m.

Location: Hilton Garden Inn

Menu: Penne Pasta, salad, vegetable, and dessert (single choice)

Cost: SWFL Chapter Members in good standing with reservation: \$15

Guests accompanied by a member in good standing: \$13

Students: \$13

Guests, members without a reservation, and/or members whose dues are not current: \$18

(Members who make reservations but who do not cancel by the deadline will be billed.)

To make reservations, either call the ASTD Hotline at 239/338-6765 or send an e-mail to Monty Montgomery at monty1LAMP@comcast.net

Reservation deadline is NOON on Monday, March 17.

Please note new time

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April Publication Deadline

This Month's Meeting Sponsors:

Barry University

Edison College

**Florida Institute of
Government
(Florida Gulf Coast
University)**

President's Message

GROUND-BREAKING/ RIBBON-CUTTING CELEBRATION



Cheryl Hanson

Ground-Breaking!

We may not have shovels, but we will be breaking ground and cutting the infamous ribbon at the upcoming Chapter Meeting - LUNCH – on Wednesday, March 19. Based on feedback from our membership survey, the Advanced Planning Committee recommended that we sponsor two lunch meetings, the first of which will be held this month.

Joanne Hartke, Director of the Florida Institute of Government at Florida Gulf Coast University, and lunch program committee chair, has been working hard to put in place this new opportunity for our members. In addition, we have another “first” – a college/university-sponsored luncheon. Representatives from Barry University, Edison College and Florida Gulf Coast University will be available before and after the luncheon, with displays, to answer questions about their on-going educational programs.

Networking will begin at 11:30 a.m. Lunch will start promptly at noon and our speaker, Anne Schroeder of Schroeder Management Consultants, will begin her presentation at 12:45 p.m. Come join us!

Opportunities!

We have several opportunities for member participation. First, our Secretary, Daralene Jones, who also handles registration at our Chapter Meetings, is looking for volunteers to help with meeting registration. We need volunteers to hand out name badges and our “LET’S GET VISIBLE” buttons.

Additionally, Duane Rice, VP of Public Relations, is looking for some creative and enthusiastic members to work on our Public Relations efforts for the upcoming year.

If you can spare a little time and want to make a major contribution, please call Daralene at 239/433-9696 or Duane at 239/278-2653.

Board Appreciation!

Finally, I want to say a HUGE thank you to the entire Board of Directors. You, as Chapter Members, are very fortunate to have an incredibly talented, responsible, and forward-thinking group to represent you. Expect the Best!

Cheryl Hanson

SWFL Chapter ASTD President

*Competencies for me?***Take the Two-Step Challenge**

By Ernie Grecsek, Program Committee

Yes, the Chapter Program Committee is doing it *all for you* this year.

As a trainer and/or consultant, you focus on competency development requested by clients. This year your Program Committee is offering self-development opportunities directed at competencies needed in professional practice.

There are three training tracks: The *Roles*, the *Strategies*, and the *Practitioner*.

Are you ready to challenge yourself to new learning and ideas? Where do you begin this journey towards enhanced personal performance? You know new learning requires motivation and commitment to the goal.

The **first step** is to assess your own level of competencies; you know about gap analysis. Have you applied this needs assessment tool to measure your own knowledge and skills?

Each of us takes pride in delivering a high level of professionalism to all our clients by using best practices and personal competencies.

Try identifying the competencies in which you excel and those you feel you can improve. For example, maybe you are an accomplished speaker and present very well.

You know this by observing that your audience is riveted on each word you say.

Chapter President Cheryl Hanson displays one of our three new Competency Certificates.



However, you also notice that your session participants don't seem to learn a process as well as you might have expected.

You may conclude that if you presented and then coached individuals during a role-play exercise that you may see improved performance of the group. By doing some honest reflection, you often open the door to new learning.

Upon identifying one or two competencies, you're ready for the **second step**. Here is a quick self-test to find out.

Ask yourself if you're willing to:

- Acknowledge the places where you're stuck?
- Try new behaviors?
- Reflect on your own experience?
- Observe yourself in action?
- Take risks?
- Challenge your present beliefs?
- Reinvent yourself?
- Be more authentic in your life?

Are you committed to your professional development? Are you a life-long learner? And finally, do you have the desire, determination, and dedication to achieve the goal?

If you answered, "YES" to *seven* of these questions, you're on a self-directed course for improvement.

The Program Committee provides the learning content; your job: to provide the willingness to learn and apply.

Sounds like a winning formula!

Good luck with your gap analysis; your new learning goals will set a course for *surprising* performance.

(Ernie Grecsek can be reached at egrecsek@swfla.rr.com)

MEET OUR MARCH PROGRAM SPONSORS



Higher Education Institutions Bring Many Benefits to Our Communities

By Joanne Hartke, Director, Florida Institute of Government at Florida Gulf Coast University

Florida Gulf Coast University is still a relatively young university, and is already experiencing growing pains, albeit positive in nature. At a recent meeting of local non-profits I was able to hear from part of our legislative delegation, as well as other decision-makers in our community, about the significant impact FGCU has already had and will continue to have on the economic development of Southwest Florida.

The significance of higher education institutions in our area – such as Barry University, Edison College and Florida Gulf Coast University – not only attracts new businesses here but also retains the professionals that our schools already produce. Another responsibility is to further the continuing professional development of our current workforce, through credit and non-credit programming.

As the Director of the Institute of Government at FGCU, and a resident of Ft. Myers for close to 20 years, I have seen our community change from the Page Field Airport era to the Southwest Florida Regional International Airport era. Where there was once only one community college, there is now a state university and numerous private universities that can add variety, choice, academic programs, enrichment activities, professional development and overall opportunities that were only a dream when I arrived.

Our job as Training and Human Resource professionals, in my opinion, is to use these resources to enhance our efforts to provide the knowledge, skills and opportunities for growth that our organizations need to succeed in times of change.

I have watched this community grow in regard to business, academic, cultural and civic opportunities. From the perspective of Florida Gulf Coast University, those same opportunities are housed within one institution of higher learning. FGCU offers credit programs from bachelor through doctorate, to traditional and non-traditional students, some in partnership with other institutions, and several through distance learning. The Renaissance Academy provides enrichment activities for those who want to continue to be involved and learn throughout their lifetime. Camps are offered to school age children during the summer months. A Summer Institute brings a group of teachers from abroad to learn more about our educational system. Training and organizational development services are provided through the Institute of Government, the Small Business Development Center, and the Center for Leadership and Innovation. Service learning by students and faculty solidifies civic learning and community engagement connections.

Let us support the development of our staff and community by being the emissaries of continual learning, supporting the assumption that learning never ends, all can participate, and everyone benefits . . . from the individual to the community at large. Whether we are providing training, coaching, facilitation, or organizational development, or are in the continual learning process ourselves, we all are winners with this vision in mind.

Look What's New At Our Monthly Meetings!

By Eileen Wickeri, VP of Membership Development

If you haven't been to a meeting this year, you need to come and see what's new in 2003! We want our members excited, visible, and involved! We have implemented several new incentive programs.

Monthly Door Prizes – Anyone who enters a business card has a chance to win a surprise gift. The February door prize – a gift certificate for a course at *Florida Institute of Government* (at FGCU) – went to Sherry Kessel.

ASTD Visi-Bucks – Earn “visi-bucks” throughout the year and redeem them at the Member Appreciation Meeting at the end of the year. Visi-bucks can be earned by attending meetings, bringing a guest to a meeting, celebrating when your guest becomes a chapter member, and by donating a book to the chapter lending library.



Membership Chair Eileen Wickeri, left, hands two “Visi-Bucks” to Karen Jaye of Lee County Courts for attending this month’s meeting.

2003 Membership Awards Categories – At the annual Membership Appreciation Meeting, usually held in December, members will be recognized for the following contributions:

- Attendance at the most consecutive meetings
- Sponsorship of three or more new members
- Anyone who contributes an article in *Training Tracks*

- A special award for the member who has done the most to make our chapter “visible” this year

So, don't miss another meeting – come and join in on the fun!

Remember.....April is

FOOD DRIVE MONTH

Please bring non-perishable food to benefit the Harry Chapin Food Bank. Food donations will be accepted at *both the March and April* Chapter Meetings.

Anyone seeking more information should contact Duane Rice at 278-2653 or duane.rice@corporate.ge.com

Please be generous.

Let's Get

VISIBLE!
VISIBLE!

**Southwest Florida Chapter
2003-2004**



We proudly announce:

SWFL Chapter Sponsorship Program

By Ryan Combs, Program Committee

Your ASTD Program Committee is pleased to introduce our new Meeting Sponsorship Program. Sponsorships are a great way for members and future members to take an active role in helping us to “Get Visible” and to partner with us as we share our passion for providing top quality training and development to Southwest Florida.

Both individuals and organizations are eligible to sponsor meetings. Becoming a sponsor is a great way for a business or group to increase their visibility as we increase ours! Listed below are the three levels available for sponsorship, and the premiums that accompany each.

TRAINING SPONSOR – \$50

- Exhibit space at monthly meetings
- Your company logo will be displayed in the newsletter for the month in which you sponsor
- 2-5 minutes of “infomercial” time at the beginning of the meeting

SUPPORTING SPONSOR – \$100

- Exhibit space at monthly meetings
- *One* participant entry to sponsored meeting (including dinner)
- Your company logo displayed in the newsletter for month in which you sponsor

- 2-5 minutes of “infomercial” time at the beginning of the meeting
- One-quarter column ad in the newsletter for the month in which you sponsor

KEYNOTE SPONSOR – \$200

- Exhibit space at monthly meetings
- *Two* participants entry to sponsored meeting (including dinner)
- Your company logo will be displayed in the newsletter for the month in which you sponsor
- 2-5 minutes of “infomercial” time at the beginning of the meeting
- One-half column ad in the newsletter for the month in which you sponsor

Please share this new opportunity with anyone (individuals or organizations) who would like to increase their visibility and avail themselves of the chance to partner with the finest training organization on the planet!

There are only eight more meetings this year, and you will want to make sure that you get the month that you want. Please contact Ryan Combs of Teamwork in Action at (239) 948-3172 ryan@teamwork-in-action.com with any questions or to set up a sponsorship.

Meet our Newest Member:

Janet Earls

Janet is the Director of Visible Progress with Sitkins Group, Inc. "*The Creators of The Vertical Growth Experience*" where, as Janet explains, she coaches clients, on a one-on-one basis, with strategic projects. Janet has been with the Sitkins Group for the past year. She is also an Advanced Toastmaster.

Janet holds a Bachelor of Science and Health degree from the University of Florida and has done some graduate work.

She spends her free time heavily involved in drama at her church. She is currently directing “Jerusalem Revisited” which will be performed in April. Other interests include scrap booking and artistic stamping. You can reach her at janet@sitkins.com.

Meet our Speaker:**Anne Schroeder**

Anne Schroeder, president of Schroeder Management Consultants, is a management consultant and trainer who provides consulting services and seminars to thousands of business and professional people every year. She travels coast-to-coast in Florida, and from California to Washington, D.C. to assist business, government, industry, and education.



Based in Southwest Florida, Anne has over 18 years' experience in developing organizations and their personnel. Her firm provides strategic planning initiatives, facilitation services, customer service approaches, corporate retreats, performance appraisal systems, team building, and customized seminars on a variety of topics.

On a national level, her clients include Coca Cola, NASA, and Ryder Systems, Inc. On a more local level, Anne has worked with Sun Trust, The Munters Corporation, Florida Institute of Government, Jackson Memorial Hospital, and Ken Venturi's Eagle Creek. In addition, Anne has developed and conducted strategic planning initiatives for the executive levels of both the Southern Association of Colleges and Schools (SACS) in Atlanta, the North Central Association of Colleges and Schools (NCA) in Tempe, Arizona and the National Study of School Evaluation (NSSE) in Arlington, Virginia.

Anne has a Master's Degree from The Johns Hopkins University in Baltimore, Maryland, plus extensive training in organizational problem solving from the University of Buffalo and from Synectics, Inc. in Cambridge, Massachusetts.

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CHAPTER BOARD ENHANCES “VISIBILITY” THEME

By Keith Scott Grossman, JD, President-Elect

On January 10, 2003, our SWFL ASTD Executive Board met at General Electric for the annual Board retreat. The day was filled with Chapter business and teamwork exercises that reinforced our year’s theme, “Let’s Get Visible!”

Let’s Get To Know Each Other

A good deal of time was spent welcoming Board members, new and old. Each Board member shared personal and professional interests and goals. The result is an enthusiastic, energetic, and cohesive group.

Let’s Get To Know Our Responsibilities

I led a discussion on parliamentary procedure intended to reinforce the need for efficiency and respect at our Board meetings. Barbara Rudnicki, a local professional speaker and facilitator, impressed upon us the legal and ethical roles and responsibilities of a Board member.

Let’s Get Technical

Another theme of the day was technology and how the chapter can capitalize on using technology. I showed the Board all the recent enhancements to the chapter website (www.astdswfl.org). Edwin Amerman laid out his vision for enhancing the chapter website to improve membership tracking, meeting reservations, and chapter accounting.

Let’s Get Visible

The majority of the day was spent looking at the future. Thanks to the hard work of the Advanced Planning Committee and Program Committee, a full schedule of programs is in place for 2003. With that key component completed, the Board could focus on making the chapter more “visible” to current members and potential members.

Eileen Wickeri shared the projects the Membership Committee is coordinating. In addition to receiving certificates for attending the competency-based programs, members will have opportunities to win awards, raffles, and door prizes. The Committee is also hard at work on the annual Member Appreciation Night, Guest Member Night, and “welcome wagon” activities.

Working together, the Membership and Public Relations Committees are creating a marketing campaign. Ryan Combs discussed his efforts towards creating a Sponsorship program that will afford our members an opportunity to make themselves “visible” (which is now in place).

I facilitated a goal-setting session that focused on membership. The Board’s three goals are to:

1. Achieve a 20% increase in new members
2. Retain at least 81 current members, and
3. Establish a membership incentive program.

The Board also began an ongoing discussion of how each committee contributes to these goals.

At the end of the day, after all the hard work and enthusiasm, it was time to say, “*Let’s Get Going!*”

Chapter Members in the News . . .

- **John Brown** has been named District Director of Continuing Education at Edison College. John was formerly Acting District Director.
- **Karen Endersbee** has been promoted to VP of Organizational Development and Education at WCI Communities, Inc.

Recap of February Meeting:**Coaching with Linda Farnsworth**

Linda gets participants involved throughout her session with challenging team discussions.

Coaching is hot!

Don't think so? Well then you probably didn't attend the February meeting where Linda Farnsworth shared her ideas and personal and professional experiences with coaching.

Linda went on to explain coaching as:

- **A journey** where one moves from self interest to service.
- **A way of being.** It is an examination of one's own deep beliefs, values, and assumptions. It is identification by "what you be" rather than "what you do."

Coaching takes place in "**community with conversation**" which expands a coach's capacity to take action.

According to Linda, coaching is all about "holding people capable." It is a process where coaching helps people think through things. Coaching encourages people to learn on their own and discover their answers on the inside. It is a process of self-discovery.

Coaching differs from therapy in that therapy deals with events in the past; coaching looks to the future.

For those interested in organizational change, it's important to understand that coaching drives culture change. The process of coaching asks very powerful questions, such as:

- What's your contribution?
- What's preventing you?
- What made you get stuck?
- What's missing?
- What's important?

For more information about coaching, Linda recommends *Leading From The Inside Out* by Bianco, Mathis, Nabors & Roman; also: *Masterful Coaching* by Robert Hargrove. Or visit the website of the International Federation of Coaching for additional information.

Following Linda's inspiring presentation, raffle winners were chosen. Congratulations to Charles Brox who won the cash raffle and Sherry Kessel who won a gift certificate to a *Florida Institute of Government* program. Joshua Sky was chosen to be spotlighted in the newsletter (scheduled for our April issue).

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.

ARE YOUR DUES UP TO DATE?

Our Chapter's dues program runs from January to January. If yours haven't been paid, be sure to send in a check for \$40 to PO Box 07223, Ft. Myers, FL 33919. Make it out to *SWFL ASTD Chapter*.

Members whose dues are **not** up to date are charged a higher, non-member rate for meals. And, they may **not** borrow books from the library. So please see that you are up to date by paying your dues **NOW**.

If you have any questions regarding your dues status, please call Eileen Wickeri at 239/338-1370.

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, black and white artwork must be submitted by the 7th of the preceding month to Vivian Seely-Troiano, Editor, Phone 239/596-9663. E-mail: vseelytroi@earthlink.net

HOW TO REACH US . . .

Hotline: 239/338-6765

Mail: PO Box 07223 Ft. Myers, FL 33919

Web: www.astdswfl.org

April Newsletter Deadline

Deadline for submitting articles for the April issue of *Training Tracks* is noon Friday, March 28.

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 or call at 239/596-9663.

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

Chapter Lending Library Of Training Publications Now Open During Meetings

Only three 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 giving presentations to training gadgets to evaluations.

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 in good standing.

We're always looking for more publications should you like to add some from your own library. However, the information must still be 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.

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