



# TRAINING TRACKS

SW Florida Chapter  
February 2005

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.

## In Service to Others-- A New Kind of Success

Customer Service. We've all heard it. We all know it, but how does it apply to your role as a professional trainer, and what can it do for your personal success?

Attend this program and our speaker, Libby Anderson, SPHR, will share her secrets on how you can harness the power of developing your own service mission. Libby is president of EDA Human Resource Services, a provider of top quality human resource consulting and customized training and development.

During her presentation, you'll learn:

1. The dramatic results you can enjoy when you incorporate a service attitude into your relationships
2. How you can develop a mindset and mission that serves others
3. What steps you can take to meet the needs and exceed the expectations of your customers

The luncheon should be among the best we've offered. Mark your calendars now and register any of three ways. We fully expect to have a sell-out crowd.

**Date:** Wednesday, April 20, 2005  
**Time:** 11:30 a.m. (networking); lunch/program, noon to 1:15 p.m.  
**Location:** Hilton Garden Inn, Summerlin and College, Ft. Myers  
**Program Cost:** \$20  
**Menu:** Oriental Chicken Salad (included in program cost).

**Cancellation Deadline:** Noon Monday, April 18. We will bill no-shows who don't cancel by the deadline. Remember: Reservations are encouraged; we can't guarantee a place at the meeting without them.

To make reservations, you have three choices:

1. Go online to [www.astdswfl.org](http://www.astdswfl.org) (members only)
2. Call the ASTD Hotline at 239/338-6765
3. Send an email to Daralene Jones at [Daradoug@juno.com](mailto:Daradoug@juno.com).

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### HOW TO REACH US

Hotline: 239/338-6765

Mail: PO Box 07223

Ft. Myers, FL 33919

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

## President's Message

### We're Making Progress And Are Well On Our Way

**Most important news:** Our Board of Directors is once again at full strength for 2005, following two key resignations. Both our President-elect, *Jeri Trevisani*, and Vice President of Public Relations, *Lisa Sparks*, submitted their resignations because of business pressures.



We are indeed fortunate as two volunteers came forward immediately to fill those two slots. *Daralene Jones*, our Chapter Secretary for the past several years; and *Terry Leary*, who recently joined our Chapter, have been appointed and approved for President-elect and VP Public Relations, respectively. Another new member, *Robert Dudley*, volunteered and has been appointed Chapter Secretary, replacing Daralene. (See biographies and photos on page 4.)

In addition, your chapter is beginning to see the light at the end of the tunnel in terms of setting our goals and activities for the year. Our theme: "*Raising the Bar.*" Our three primary goals in Raising the Bar: (1) grow membership, (2) complete our website upgrade, and (3) enhance member involvement in committee activities.

**More great news:** We've already signed up 14 new members since the first of the year! We've lined up nearly all our speakers for our monthly meetings, and we're adding the final pieces to our upgraded website. What's more, our five vice presidents for *Communications, Programs, Information Services, Membership Development*, and *Public Relations*, have been actively encouraging members to take part in their respective committees.

Our Board of Directors met during their regular monthly meetings on March 3 and April 1; on the agenda: address several challenges and finalize our goals and activities for the year.

*Among our challenges:*

The Board approved our budget for the year (to be available to members shortly via our website).

We also voted to return to monthly board meetings (compared to every-other-month during the past two years). The meetings will be at Edison College the first Friday of each month. Address of the meeting room and building at Edison, plus the time, will be conveyed to the membership beforehand. Chapter members are welcome to attend our monthly Board meetings; we would appreciate your letting us know beforehand.

Also at the meeting, Board members received our Chapter Operating Requirements (CORE) mandated by National ASTD to maintain our official chapter status. These are 17 directives, ranging from notification of our new board members, verifying an annual financial review, to publication of our annual plan. Responsibility of providing these documents lies with the President, President-Elect, and Secretary.

Among other discussions, we approved an updated version of our Chapter Brochure (to be available for downloading from the website by April 5), turned responsibility for meeting registration over to the Membership Committee, and began planning to encourage college and university students to become involved in our chapter.

Until next time, please call me regarding any aspect of our Chapter's operations. Your comments and suggestions will be most welcome. We're here to serve, and continually strive toward "Raising the Bar."

Jim Jacoby

President

239/390-1522

## Meet Our Speaker for April

Our speaker for April is **Libby Anderson SPHR**, President of EDA Human Resource Services. EDA is a provider of top-quality Human Resource consulting and customized training and development. The firm provides immediate and tangible outcomes by focusing on results and relationships.

Libby has 20 years' experience working with companies ranging from hi-tech manufacturing, health care and specialty retail to hospitality, public sector and non-profit entities.

Highlights of her career include working with the Ritz-Carlton Hotel Company in the company's efforts to obtain the Malcolm Baldrige award for quality; she also worked with the United Nations in providing training on Human Resource topics. She is the recipient of the "Best of the Best" award for her work with Jacobson's Stores, Inc.

Libby writes for numerous business publications and is a featured speaker at programs focusing on Human Resource issues. She is President for HR Florida, the state affiliate of The Society of Human Resource Management. She is certified as a Senior Professional in Human Resources and is studying for her Master's Degree in Human Resource Development at Barry University.

She can be reached at EDA Human Resource Services, Inc. (239) 262-3318. Her website address: [www.edahr.com](http://www.edahr.com).



### *May Newsletter Deadline*

Deadline for submitting articles for the May issue of *Training Tracks* is noon Friday, April 29.

If you would like to advertise your business or post an employment or contract opportunity, please send info to Beverly Fox: [beverly.fox@comcast.net](mailto:beverly.fox@comcast.net) or call her at 239/839-7716.

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

## May 18 Dinner Meeting

Mark your calendar! May's meeting will feature a panel of senior corporate managers discussing how well their organizational development and training staff meets management expectations.

Don't miss it!

### 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 Beverly Fox, Editor, 239/839-7716.  
Email: [beverly.fox@comcast.net](mailto:beverly.fox@comcast.net). (For color, add 50%.)

## Meet Your New Board Members

Our Chapter has been truly blessed with volunteerism for three key slots for our Board of Directors, (See first paragraph of *President's Message* on page 2.) Here's a brief background on all three.

### Daralene Jones, President-elect

She's among "*The World's Greatest Training Volunteers*," some have said about **Daralene Jones**. With more than 35 years under her belt as a volunteer trainer for such organizations as Girl Scouts, Emergency Medical Services, Fire Companies and you name it, Daralene is the epitome of doing things for others. And now we're the fortunate ones, having her in a top leadership role of our Chapter.



In terms of training, she has been a NY and CT state-certified Instructor for first aid, CPR, EMT and Paramedic training for more than 28 years. She's taught at many colleges and universities; she's been a communications officer for a Disaster Response Team; she knows Roberts Rules of Order backwards and forwards; she's served as a Chairman of both a Fire Department Board of Fire Commissioners and the Board of Directors of an area American Red Cross.

Her greatest accomplishment: receiving the American Red Cross' top recognition: the Clara Barton Award, presented in person in her own home town by Elisabeth Dole.

Daralene has been with our chapter for many years, most recently serving as Secretary for the past two years. And she still serves as a Girl Scout Trainer Volunteer virtually full time. How lucky can we get!!!

### Robert Dudley, Secretary

**Bob Dudley** came to our Chapter literally "out of the woodwork" from his first visit during our February Retreat . . . to take the role of a dynamic leader. He's already conceived and launched our Silent Donor program, whereby Chapter members can help support college and university students with ASTD Chapter dues and meeting costs. And he's already encouraging our Chapter to seek out and recruit new members from the college ranks.



By way of background, Bob earned Bachelor of Building Construction Degree from the University of Florida, and a Master of Business Administration degree from the University of Houston. He's also a certified Project Management Professional.

In addition to his lengthy background in various engineering management roles, Bob has achieved an enviable record of designing and implementing training functions across a broad spectrum of American corporations.

After taking early retirement, he formed his own company – Kenilworth Project Services – which concentrates on Training and Project Management. He's also taught courses at several universities, is a contributing editor to a national magazine, and has just co-authored his first book about passing the *Project Management Professional* exam.

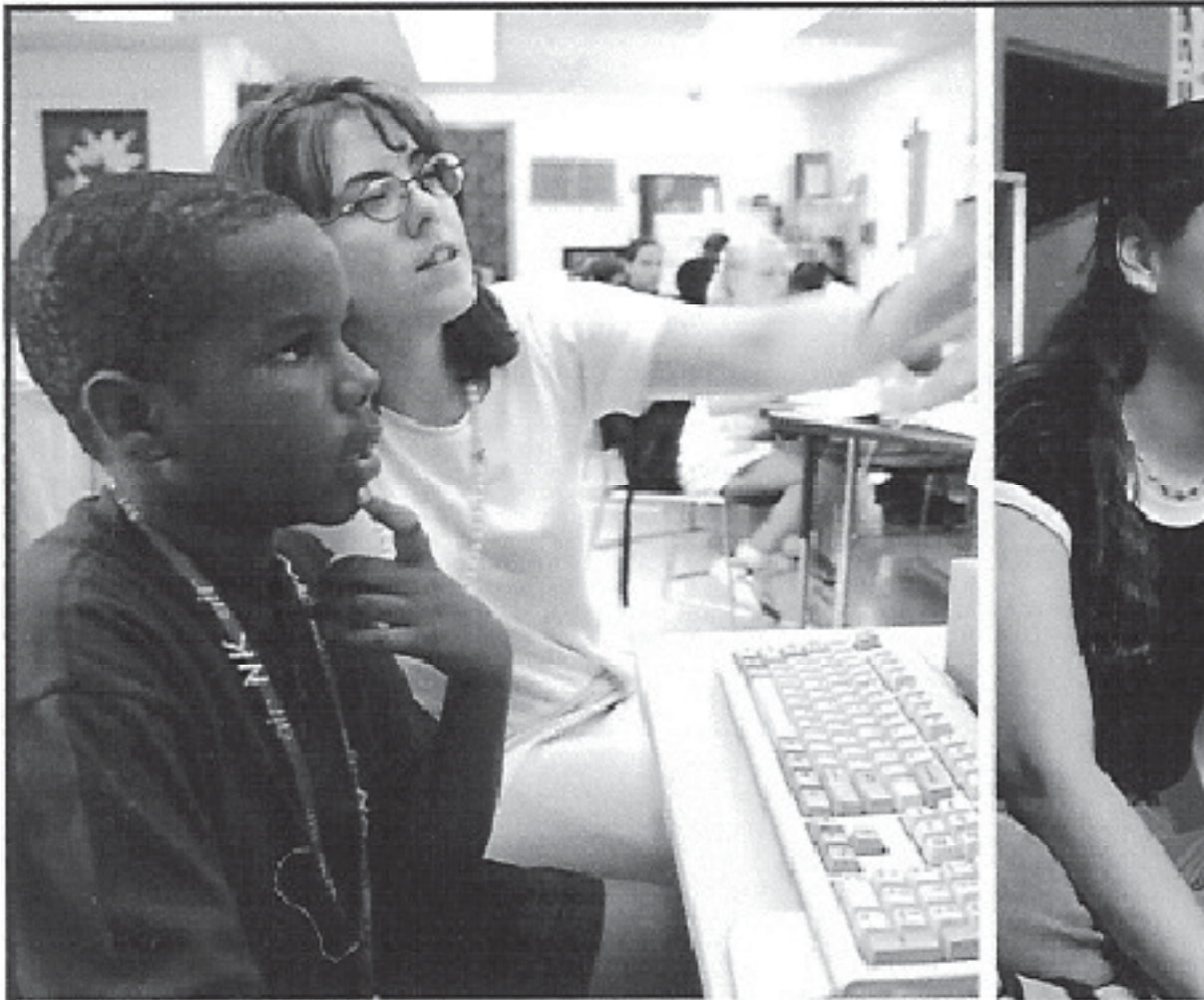
We're delighted and honored to have Bob among our leadership ranks as Chapter Secretary.

### Terence Leary, Vice President, Public Relations [Picture Not Available at press time.]

Our third leadership volunteer, **Terry Leary**, serves a Human Resource Manager for Lee County Electric Cooperative. Also a newcomer to our Chapter, Terry has jumped in with both feet to take over the role of Public Relations Vice President.

Terry's background includes a wide range of experience – both in teaching at a number of colleges and universities as well as practicing them in the role of human resource management. He holds a BA in Psychology from Fairfield University (Fairfield CT), an MA in Psychology (University of Hartford, Hartford CT), and an MBA in Finance from the Florida Institute of Technology (Melbourne).

Among the organizations for which he's served in HR managerial positions: Entergy Corporation, New Orleans; Milltronics Corporation, Arlington, TX; The Americas Corporation, Arlington, TX; and General Electric Company, including the Fort Myers facility of Customer Business Services, Inc.



# Taking you to of the class

Barry University's Adrian  
Dominican School of Education  
takes pride in bringing you degrees  
in areas ranging from Elementary

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## Board Buzz

by Robert Dudley

Your board met at the First Watch on McGregor at 8:30 on April first. There have been several changes to the board: Daralene Jones has given up the office of Secretary to assume her role as President-Elect. Terry Leary has picked up Public Relations, and I, your humble scribe, have assumed the duties of Secretary. Based on keeping notes of 11 conversations in a less than quiet restaurant, I must say that I got the short end of the stick!

Seriously, the support of all of the board members made breakfast seem like the old days around the family table.

Speaking of breakfast, the portions were huge! The pancakes looked like hubcaps off a Chevrolet. If we keep this up, you will have to roll us into the meetings in a wheelbarrow.

Jim outlined an exciting year for us. There will be a number of opportunities for us to learn from each other and a stellar collection of leaders in the industry and successful local companies. He and Daralene are attending an ASTD Leaders conference in Orlando early in June (tough duty, but somebody has to do it!), which should bring some fresh ideas back home.

Charles Brox outlined some ideas for fund raising (no, we are not going to sell candy outside of Wal-Mart!) that will bring much needed support to the organization. We are in good shape, but still need to be stronger to support the ambitious goals that Jim has challenged us to meet.

There was a bit of a discussion about our recently implemented Silent Sponsor program. Its concept: Chapter members agree to subsidize a college or university student member to increase our visibility, as well as add new members who might not otherwise be able to swing the annual cost to belong. Jim, Dave and I are meeting later in the month to outline an implementation plan.

Please feel free to join us for future board meetings. It is important that you know how your chapter is managed.

Hang in there, and teach somebody something valuable,

Bob

## ASTD Board of Directors

### President

James W. (Jim) Jacoby 239/390-1522  
[JacobysJ@aol.com](mailto:JacobysJ@aol.com)

### President-elect

Daralene Jones 239/433-9696  
[djones@astdswfl.org](mailto:djones@astdswfl.org)

### Treasurer

Charles A. Brox, Jr. 941/505-1944  
[broxtrng@yahoo.com](mailto:broxtrng@yahoo.com)

### Secretary

Robert Dudley 239/945-0609  
[rdudley@astdswfl.org](mailto:rdudley@astdswfl.org)

### Vice President of Communications

Beverly Fox 239/839-7716  
[beverly.fox@comcast.net](mailto:beverly.fox@comcast.net)

### Vice President of Membership Development

David Jaffe 239/432-9950  
[Djaffe101@comcast.net](mailto:Djaffe101@comcast.net)

### Vice President of Programs

Joanne Hartke 239/590-7815  
[Joanne.Hartke@fgcu.edu](mailto:Joanne.Hartke@fgcu.edu)

### Vice President of Public Relations

Terry Leary 239/656-2283  
[tleary@ilinc.com](mailto:tleary@ilinc.com)

### Vice President of Information Services

Richard Evans 239/656-2529  
[revans@astdswfl.org](mailto:revans@astdswfl.org)

### DIRECTORS AT LARGE

Janet Earls 239/337-2555  
[Janet@sitkins.com](mailto:Janet@sitkins.com)

Noreen McAuley 239/498-5110  
[Noreen@noreenmcauley.com](mailto:Noreen@noreenmcauley.com)

Margaret Pace 239/592-7344  
[MPace@stockdevelopment.com](mailto:MPace@stockdevelopment.com)

### IMMEDIATE PAST PRESIDENT

Keith S. Grossman, Esq. 239/542-4733  
[Keith@AttorneyGrossman.com](mailto:Keith@AttorneyGrossman.com)

## Welcome New Members

Thanks to the efforts of David Jaffe, VP of Membership Development, his committee, and many active members of our Chapter, we've gained 14 new members since the beginning of the year. They are:

**Betsy Allen**, MBA, CSP. MOK, Vice President, Assessments, Bob Pike Group. Fort Myers. Email: [ballen@bobpikegroup.com](mailto:ballen@bobpikegroup.com)

**Lourdes Araujo**, IT Specialist, WilsonMiller Engineering, Naples. Email: [lourdesaraujo@wilsonmiller.com](mailto:lourdesaraujo@wilsonmiller.com)

**Joseph D'Andrea**, President, D'Andrea Business Solutions, Inc. Fort Myers. Email: [dandy360@aol.com](mailto:dandy360@aol.com)

**Robert Dudley**, President, Kenilworth Project Services. Email: [redudley@prodigy.net](mailto:redudley@prodigy.net)

**Donald Ehat**, Organizational Development Consultant, Estero. Email: [donehat@earthlink.net](mailto:donehat@earthlink.net)

**Amanda Evans**, President, Evans-Goff Consulting, Cape Coral. Email: [amandaeg@earthlink.net](mailto:amandaeg@earthlink.net)

**Ava Fluty**, Keynote Speaker, Humorist, and Seminar Leader, Fort Myers. Email: [avafluty@aol.com](mailto:avafluty@aol.com)

**Carlton (Tom) Howard**, School Teacher, Fort Myers. Email: [gailcarlton@cs.com](mailto:gailcarlton@cs.com)

**Terence Leary**, Human Resources Manager, Lee County Electric Cooperative, Fort Myers. Email: [tleary@iline.com](mailto:tleary@iline.com)

**Tracy Payne**, IT Consultant; Collier County Government. Email: [traceypayne@colliergov.net](mailto:traceypayne@colliergov.net)

**Hope Perez**, Trainer, Fort Myers. Email: [hopeannperez@yahoo.com](mailto:hopeannperez@yahoo.com)

**Dan Regelski**, Director, Small Business Development Center, Florida Gulf Coast University. Email: [dregelsk@fgcu.edu](mailto:dregelsk@fgcu.edu)

**Heidi Roth**, Consultant, Embark Consulting, Cape Coral. Email: [Heidi.roth@embarkconsulting.com](mailto:Heidi.roth@embarkconsulting.com)

**Sue Ruland**, Manager, Employee Development, WilsonMiller Engineering, Naples. Email: [susanruland@wilsonmiller.com](mailto:susanruland@wilsonmiller.com)



**Coming Soon!**  
To an ASTD meeting  
near you!  
The 2005 edition  
of the  
**Visi-Buck.**

## What's on Tap at ASTD

### PROGRAM LINEUP FOR 2005 CHAPTER MEETINGS

April 20	<i>Luncheon</i>	Customer Service – Training's New Look
May 18	<i>Dinner</i>	Panel Discussion: Meeting Training Expectations of Senior Management
June 16	<i>Luncheon</i>	Round-table Discussion Forums
July	<i>No Meeting</i>	
August	<i>Luncheon</i>	Panel Discussion with HR Collier Association; Planning for Workforce Needs*
September	<i>Dinner</i>	Launching an E-learning Program
October	<i>Dinner</i>	Marketing Ourselves; Lee Knapp, speaker
November	<i>Luncheon</i>	Four-Hour Training Conference with Monthly Meeting
December	<i>Dinner</i>	Annual Member Celebration and Auction

\*At Naples Bath and Tennis Club

## > > > > *Kudos Korner* < < < <

*Saluting those Chapter Members who have gone "the extra mile" to support our organization.*

**Daralene Jones, Terry Leary, and Robert Dudley** – for their appointment and approval as President-elect, VP Public Relations, and Secretary, respectively.

**David Jaffe** – for updating our *Chapter Membership Directory* (soon to be placed on our website).

**Lisa Sparks** – for creating an email Survey form for new members to complete, which we use to produce our "New Member Column" in our *Training Tracks* newsletter.

**Charlie Brox** – for completing our annual budget.

**Beverly Fox** – for redesigning our Visi-Bucks used during our annual auction in December.

**Richard Evans** – for completing the Member Log-in program for access to our members-only section of our website.

**Beverly Fox, Cheryl Hanson, Jackie Ferguson, and Duane Rice** – for serving as facilitators during February's membership meeting.

**Cheryl Hanson** for serving as speaker during our March dinner meeting.

**Melissa Mason and Sherry Kessel** for volunteering to co-chair the Partners-in-Education committee; **Daralene Jones** has volunteered as a committee member.

**David Jaffe and his committee** for volunteering to take over the meeting registration responsibilities.