

TRAINING TRACKS

SW Florida Chapter
May 2004

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.

Our May 19 Dinner Meeting Theme:

"A Trainer's Three-Ring Circus"

Hold onto your hats! The circus is coming to town! Our ASTD circus, that is! And with it comes wonderful opportunities for you to try out some exciting new training techniques – all without fear of embarrassment.

In fact, that's what our entire May SWFL program is all about. It's **"A Trainer's Three-Ring Circus"** -- devoted to teaching skill enhancement.

Plan now to reserve Wednesday evening, May 19, for this fun-filled and rewarding program. **Its purpose:** to enhance creativity, improve interaction with participants, and discover your "inner clown." **The location:** Hilton Garden Inn, Fort Myers.

We'll all be performers under our "Big Top," which will feature three separate circus rings:

Ring 1: "Story Telling," led by **Judy Farmer**.

Ring 2: "Selling Yourself," with **Noreen McAuley**.

Ring 3: "Teaching to Different Learning Styles," with **Eileen Wickeri**.

Planners and leaders of the event are co-hosts **Darlene Jones** and **Louise Senneff**. Ringmaster will be **Monty Montgomery**. Helping provide a circus atmosphere will be **Duane Rice**, juggler; and **Lucy Jacoby**, clown. Also on hand will be **Jim Roach**, who will demonstrate how "Cutting-Edge Training Technology Brings Training Closer to the Job."

This program for May is the third and final session of Track One -- Trainer's Strategies, as part of our 2004 Trainer Certification Program.

Date: Wednesday, May 19, 2004.

Time: 5:30 p.m. (networking) to 7:15 p.m.

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

Program Cost: \$20

Menu: Cold-cut deli buffet with salad and dessert (included in the program cost).

(Members who make reservations but who do not cancel by the deadline – Noon Monday, May 17 – will be billed. Remember: Reservations are highly encouraged; we can't guarantee a place at the meeting without them.)

To reserve your place, call the ASTD Hotline at 239/338-6765 or e-mail Darlene Jones at Daradoug@juno.com (Reservation deadline is **noon** Monday – May 17.)

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President's Message

Our May Circus Program Reminds Us to Find Our Place in Helping Our Chapter and Ourselves



Keith Grossman

Ladies and Gentlemen! Boys and Girls! Children of all ages! Step right up! Take your place under the Big Top!

It's time to enjoy a most fantastic event on May 19th. Not only will you be educated by the extraordinary expertise of three exceptional entertainers (**Judy Farmer**, **Noreen McAuley**, and **Eileen Wickeri**); You will also howl at the high jinks of our daring duo (**Duane Rice** and **Lucy Jacoby**).

Geri McArdle and her dynamic cast of thousands have created an amazing event you will kick yourself for missing. (By the way, *Duane Rice* has promised to teach anyone who doesn't know how – to kick themselves.)

Besides this article being a shameless plug for our May 19th program, it's also a reminder that ASTD is made up of everybody's ideas, efforts, and leadership. The amount of work that has gone into the planning and production of this program is quite impressive.

As always, everybody involved found a role they could be passionate about. Like any good circus, some people are taming lions and flying high on the trapeze. Others are securing the foundation or grooming the animals behind the scenes.

Others are simply selling bags of hot roasted peanuts.

The point is everybody has a place, and there's a need for everybody to play a role. The same is true for the chapter as a whole.

Don't be bashful. Step right up and find your place to connect to the chapter. Whatever role you play, you will improve your connection. You will enhance your experience. You will grow your career.

Maybe you can greet people at our monthly programs or sell raffle tickets, like **David Jaffe**, **Christopher Jones**, and **Ray Muraida** recently volunteered to do. Maybe you can offer to present a Technology Tip or facilitate a networking activity, like **Jim Roach** recently volunteered to do.

Maybe you can help sell advertising and sponsorships on behalf of the chapter. Maybe you have a program idea you'd like to offer for next year. Maybe you can join a committee that matches your interests and skills. The list of opportunities is only limited by our collective imagination.

Begin with a short-term activity or take on a long-term commitment . . . whatever makes you comfortable. Everybody's effort is needed. Everybody's effort is appreciated.

ASTD...Pass It On!

Keith Grossman

Chapter President

Keith@attorneygrossman.com

Board Buzz

A monthly Column on News from
our Board of Directors by
Chapter Secretary Daralene Jones

(From the April 23 Board Meeting)

I scarcely paid attention to President Keith Grossman as he read the communication from National ASTD.



Daralene Jones

“Congratulations! The CORE Committee, a sub-committee of the National Advisors for Chapters, is honored to inform you that you have successfully completed all requirements of the CORE Submission process. Your Chapter has shown your compliance with all 17 elements of CORE. This is a tremendous accomplishment and ASTD is proud to have your Chapter as part of the organization.”

I figured Keith would give me the letter and I would write it up for the Board of Directors Minutes for April 23, 2004.

In case you don't know, I don't write anything for the record of the organization unless I know what it is; an exception, of course, is computers. I have a lifelong “mea culpa” (shortcoming) on them. So, I found out about CORE. What a pleasant surprise!

CORE is the National ASTD Chapter Operating Requirements, a list of 17 tough, tough requirements for the year 2003-2004. All ASTD members in USA would be impressed to know we belong to a chapter that is 100% CORE compliant. To me, that's like saying you belong to one of the Girl Scout Troops that sold the most cookies in the country – lots of back-breaking hard work and tons of recordkeeping and reporting.

Some of the CORE requirements are:

1. A member communication piece is sent at least once per quarter.
 - Our monthly *Training Tracks* does this.
2. Chapter provides at least four professional development events each year.
 - We are so good at this one; we submitted all 11 monthly events in our *Trainer Certification Tracks* Program.
 - Advanced Planning Committee
 - Member incentives of our VISI-BUCK program
 - Mobile Library
 - Sponsorships/Partnerships
 - Food Drive
 - Teacher's Supply Drive.

The write-up for *each* of these items is just to show documentation for No. 2. **Wow!**

And on through Requirement No. 17.

Our achievements for these requirements include retreats, Board of Director's meetings, written job descriptions, current leadership roster and membership directory, budget, goals, needs assessment, National ASTD membership, and the list goes on. (Are you tired, yet?)

Keith submitted all of this to the ASTD National. Yes, he was tired! **Great job, Keith!** I think I'll stick to selling Girl Scout Cookies.

‘Till next meeting.

Daralene

Daralene Jones
Chapter Secretary

NEW! Trainer Learning Opportunities through Education, Training, and e-Learning

[*Editor's Note*: This is a new column that provides knowledge enhancement opportunities for our members, including higher education, training conferences, seminars, and e-learning.]

Bob Pike Group – Multiple *Creative Training Techniques* Programs, in conjunction with ASTD's International Conference, May 23-27 in Washington, DC.

Bob Pike Group's tie-in to overall Conference offers:

- Five trainer workshops within Two-Day Pre-Conference workshops (May 23-24)
- Eight trainer workshops concurrent with the International Conference (May 25-27)

[*Note*: Our chapter will receive a 10 percent registration fee bonus for each of our members who attends a Pre-Conference session; each attendee also receives six training videos worth \$1200; further, our chapter will also receive one free video for each pre-conference attendee.*]

For information, see www.BobPikeGroup.com
[*Must be specially registered; contact Keith Grossman.]

International College – Presents 2004 "Best Practices" Conference, June 24 to 26, featuring Design, Implementation and Delivery of Distance Education. Its title: "The Integration of Technology and Instruction." For information, go to:
www.internationalcollege.edu/deconference/default.htm

Rapid Intake – This national e-learning organization will be hosting the first-ever e-Learning Developers' Conference, August 9-11, in Portland, Oregon. Its title: "*e-Learning DevCon 2004*."

The conference is designed specifically for e-learning program developers, as well as for those who want to become developers. Participants will learn everything from project management and usability testing to the tips and tricks of the latest authoring tools available on the market.

As a special incentive to members of our ASTD chapter, Rapid Intake will offer \$50 off the conference registration. For more information, go to: www.elearndevcon.com

Florida State University – This fall will launch an online MS degree in Adult Education with specialization in HRD. For information, go to www.fsu.edu/~hrd.programs/masters.html

Chapter President Keith Grossman Takes On New Role: Associate in a Cape Coral Legal Firm

Our leader is moving on . . . from Lee County Model Family Court to a new full-time position as Associate in the Cape Coral firm of Roosa, Sutton, Burandt, and Adamski. He will be handling all types of civil trial matters, including divorce and custody, contract disputes, and fraud. Additionally, he will be available to businesses for dispute resolution matters and mediation. **About our chapter?** Yes, he'll continue to be our leader – no change there. Keith can be reached at 239/542-4733, effective May 20, and immediately via e-mail at keith@AttorneyGrossman.com

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Meet a New Chapter Member

Laura Schuls is a Supervisor of Human Resources at Lee County Electric Cooperative (LCEC). She has a Bachelor's Degree from International College in Business Management.



Laura Schuls

In the workforce for 15 years, she has held positions at General Electric Corporation, Lee Memorial Hospital, and now LCEC. Her career has primarily been in the areas of employee services and human resources.

She joined ASTD to not only network, but to build her skills in training and development. She already knows several chapter members, and is excited to make new friends.

She hopes to help the chapter in such activities as organizing events. The first meeting she attended was "very informative"; she learned some great techniques!

Laura can be reached at 239/656-2172, or via e-mail at PSchuls@iline.com.

Our Chapter's 2004 "Partners in Education" Project to Assist Dunbar High School

New for 2004 is our Partners-In-Education (P-I-E) program, chaired by Helen Hunter. Our first partner is Fort Myers' Dunbar High School.

We'll be participating in two events: A book drive for spring, and a teachers' supply drive (as we have in the past) for fall.

Here is a list of the books requested by the school. Whatever our chapter members can do – from donating cash to actually purchasing the books – please see what you can do to assist this valued project. The novels are primarily senior-focused.

The first five books in this list are the most crucial:

1. *Heart of Darkness* by Joseph Conrad
2. *Brave New World* by Aldous Huxley
3. *Grendel* by John Gardner
4. *On the Beach* by Nevil Shute
5. *1984* by George Orwell
6. *Gulliver's Travels* by Jonathan Swift
7. *Frankenstein* by Mary Shelley
8. *Lord of the Flies* by William Golding
9. *The Picture of Dorian Gray* by Oscar Wilde
10. *Watership Down* by Richard Addams

Please bring your donations (cash and/or books) to our May meeting on the 19th – the closing date of the book drive. For more information, please call Helen at 239/561-7208 or send her an e-mail at helen.hunter@iname.com.

Help Wanted: Chapter Members for *Financial Committee*

Financial skills not required; but what is required: wanting to help the chapter develop its "root system." No previous experience necessary – on-the-job training provided. **Unique opportunity for creative problem-solving and fun.** Part-time position with minimal commitment and maximum "payoff." Salary has increased by 75% since position was created!! Benefits package includes appreciation, fun, and the satisfaction of a job well done. For further information, please contact **Liz Martin** and include your contact information (EMartin869@aol.com, 239/574-9994).

April Meeting Recap:**Jackie Ferguson Provides
Insight into Handling
Difficult Participants**

Just how do you handle a difficult participant? That was our challenge during last month's ASTD Meeting. Our speaker, **Jackie Ferguson**, addressed the problem squarely; she had us identify the many facets of problem people we face, using a series of team exercises.

For each challenge she raised, our team members rose to the occasion and shared personal stories of both triumph and near resolution.

"The best way to overcome problems brought about by difficult participants," said Jackie, "is to use a three-point strategy."

First, build rapport with your audience – starting as soon as they begin to enter the training room. Among the examples suggested by our participants: personal welcome, playing "charged-up music," setting out highlighters and candy, pencil/paper exercises.

Second, challenge your groups with questions, exercises, and stories relating to the subject matter. (This takes the emphasis off individuals who may be causing the problems.)

And *third, challenge individual participants*, once you've gained the support of the rest of the class.

Jackie then went through a series of scenarios based on group audience challenges, followed by individual participant challenges.

See next page for excerpts from Jackie's solutions to difficult participants. We're planning to post her four-page handout on the web in the near future. In the meantime, Jackie can be reached at jackie@jackieferguson.com

KUDOS KORNER . . .

TRAINING TRACKS again turns the spotlight on Chapter members who went the "extra mile."

- **Ray Muraida** for working on the Chapter's new brochure.
- **Janet Earls** and **Jim Jacoby** for donating the location and providing food, respectively, at the April Board of Directors meeting.
- **Liz Martin** for her efforts in working on obtaining an approved budget.
- The following volunteers for their hard work planning and executing our Trainer's Circus: **Geri McArdle, Daralene Jones, Noreen McAuley, Eileen Wickeri, Judy Farmer, Janet Earls, Monty Montgomery, Louise Senneff, Duane Rice, Sherry Kessel, Lucy Jacoby, and Catherine Macke.**

Coming Next Month . . .

Mark your calendars now for June 16, when we bring you the second session in the "2004 Trainer as a Practitioner" Certification Training Track."

Presenter will be our own **Dr. Geri McArdle**, a *leading international expert* in training and organizational development.

Her topic: "Problem-Based Learning." Geri will show us how use her formula for determining when and how to use problem situations to accelerate teaching and learning.


For more information, call Dr. Geri McArdle at 239/278-1799 or send her an e-mail at:

gmcardle@mail.barry.edu

Excerpts from Jackie Ferguson’s “Positive Audience Management” Presentation

Group Type	Challenging Audiences
Unresponsive, disinterested, low energy	<ul style="list-style-type: none"> Identify reasons for lethargy: recent overtime, stress, too warm in room, post-lunch syndrome? Create energy: get them moving. Have them walk around; play active exercise. Be energetic yourself, but not hyper.
Defensive, passive-aggressive, resistant	<ul style="list-style-type: none"> Passive-aggressive groups: their behavior is hidden and needs to be exposed. State the obvious: Something is wrong, get it to surface quickly. Empathize with them. Ask “What are our options?” Encourage responders to speak up about benefits of this training.
Hyper-responsive	<ul style="list-style-type: none"> Slow ‘em down, but don’t discourage. Purposely misinterpret things so they have to restate. State the obvious: This group is flying; what’s going on?
	Challenging Participants
Dominant	<ul style="list-style-type: none"> Hear participant out and paraphrase. Be supportive of positive contributions. Diminish participation nonverbally; ask for others who have not participated. Avoid eye contact.
Argumentative	<ul style="list-style-type: none"> Keep your own anger under control. Paraphrase and compliment when participant makes a good point; ask how many other agree. If person makes obvious overstatement, ask group what they think. Let group handle person.
Complainers	<ul style="list-style-type: none"> Use phrases like “Nothing works all the time.” “Would you like to discuss this during break?” Have another participant deal with the person’s issue.
Whisperers	<ul style="list-style-type: none"> Look at them as you continue to speak; walk over and stand by them as you speak.
Questioner	<ul style="list-style-type: none"> After several questions are asked and group is getting antsy, ask person to write out questions.
Heckler	<ul style="list-style-type: none"> Avoid defensiveness; don’t argue, use light comeback; “There’s one in every crowd, you know, and I think I found my one today.”


Steps in the Career Planning Process



					Career/Life Planning
					Re-evaluation
					WORK
					Work Offer & Acceptance
					Success at Work
					ACTION PLANNING
					Job Work Search
					Business & Labor
					Job Work Interviews
					GOAL SETTING & DECISION MAKING
					Career Objectives
					Personal Objectives
					Community Service
					Lifelong Learning
					CAREER/OCCUPATIONAL RESEARCH
					Information Search
					Job Shadow
					Hands-on Experience
					Trends
					SELF-ASSESSMENT
					Personality & Attitudes
					Skills & Achievements
					Knowledge & Learning Style
					Values
					Interests
					Entrepreneurship


Adapted from Career Development Manual, Second Edition, Career Coach & Career Services, University of Waterloo, Waterloo, Ont., Can, 1997.

Your Career Planning Network



How Do I Ask for Help?

- Find the right time
- Be precise
- Ask authentically
- Ask before you hit bottom
- Be prepared to hear “no”
- Offer something in return



“WHAT WE IMAGINE... WE CAN MAKE HAPPEN”

Source: Wildly Sophisticated, Nicole Williams, A Pedigree Book, 2004.

CLARIFICATION – In the March issue of *Training Tracks*, we inadvertently omitted the source of two illustrations used in Jeri Trevisani’s presentation on “Career Planning.” Here are the sources for the charts: (Upper left): *Adapted from Career Development Manual, Second Edition. Career Coach & Career Services, University of Waterloo. Waterloo, Ont., Can, 1997;* (Upper right) *Wildly Sophisticated. Nicole Williams. A Pedigree Book, 2004.*

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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. (For color, add 50%.)

June Newsletter Deadline

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

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.

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